



EU News, Policy Positions
& EU Actors online

Readership Data & Survey + Competitive Ranking

2005



Executive Summary

Three multi-national surveys confirm EurActiv's leadership among EU media

- **CIM:** EurActiv.com now reaches out to 250,000 *EU Actors*
 - Over 140,000* *unique visitors* using EurActiv.com in English, French and German
 - Over 110,000* *unique visitors* using one of the 8 EurActiv partner portals, in Bulgarian, Czech, Hungarian, Polish, Romanian, Slovak, Slovenian, Turkish.
- **Burson-Marsteller:** Media ranking 2005**: EurActiv ranked among 13 top media (TV-print-online); This confirms EurActiv as the multilingual EU policy portal read by EU institutions.
- **EurActiv Readership Survey***:** cross-border online poll, in 11 languages, 3100 answers

Readership is influential: opinion leaders in Brussels and other capitals

- High proportion of political leaders (8%), senior management (14%), middle management, experts and journalists (39%), so altogether 61% opinion leaders.
- In addition, partner portals reach out to national policy audiences in Central and Eastern Europe.
- 90% of professional audience, in both Western & Eastern readership, in all policy relevant categories.

Independent and efficient media

- Strong credibility and proximity: 92% think that EurActiv is an "independent and fact-based media", and 75% receive EurActiv content in their language.
- Useful and unique tool:
 - 72% visit EurActiv at least once a week (more than 35% visit the site daily)
 - Most consider EurActiv a policy portal and not a newssite: policy background through *LinksDossiers*, external analyses & positions, are more used than daily news
 - EurActiv readers like the time-saving approach, for example: "*You help me to access the information I need more directly: straight to the point! Thanks!*" – "*EurActiv has become a vital part of my everyday work*"
- Little readership overlap with other media, either Brussels-centric and small, or mass media focusing on EU policies.

Notes:

*) CIM certified figures April 2005 (Centre d'Information sur les medias)

**) Burson-Marsteller/BKHS, sample size: 150, quota method

***) EurActiv readership survey: information collected about EurActiv users through an online survey, running from 23 March to 18 May 2005 on the EurActiv network of policy portals. **3100** EurActiv users answered the online questionnaire. This questionnaire was available through a pop-up window and advertising, in 11 languages (percentage of respondents per language): English (50%), French (13%), German (10%), Slovakian (6%), Romanian (5%), Czech (4%), Bulgarian (4%), Hungarian (2%), Turkey (2%) and Slovenian (1%). Most results confirm indications provided from other sources (internal and external), they were not redressed for a possible sample bias.

This is the fourth time that EurActiv has published its readership survey (2001, 2002, 2004 and 2005). Where appropriate important changes in respondents' answers are noted. The main conclusions are summarised in this report.

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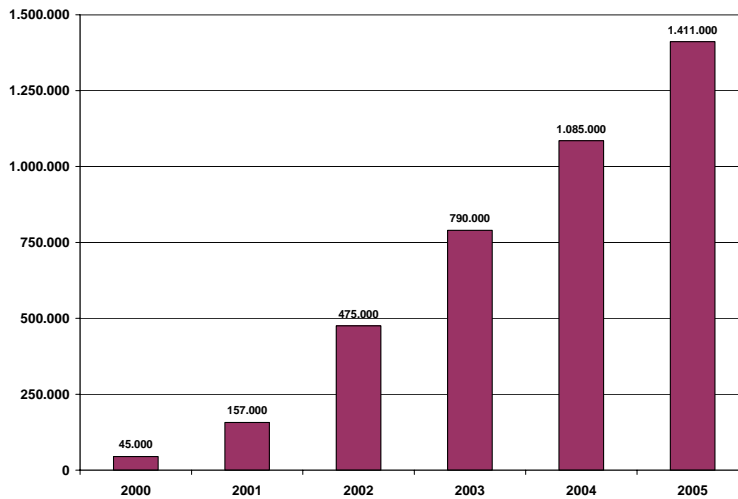
Web statistics:

Thanks to content depth, numerous partnerships and multiple languages, EurActiv is now in the “big league” of online media

Evolution of monthly page views

Steady growth trend, average +40% per year

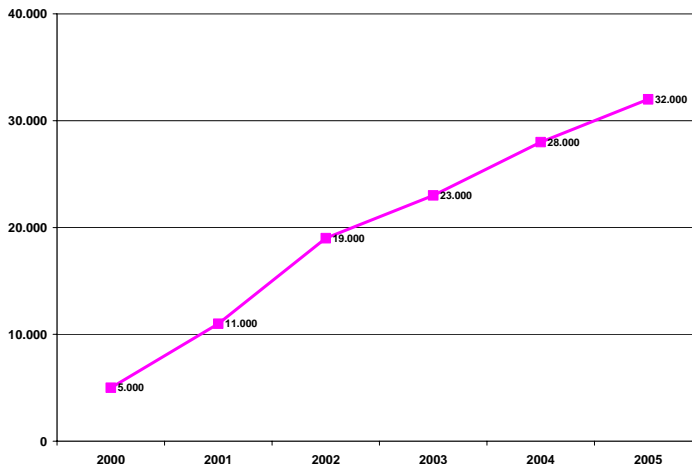
EurActiv.com (only EN,FR,DE)



Basis 2000-2004: November
Basis 2005: April
Source: total pageviews, Nettracker 6.0

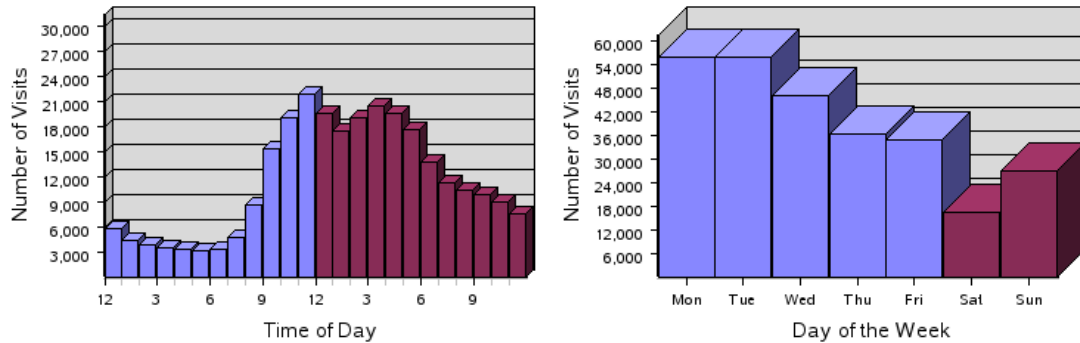
Evolution of Update Email subscribers, often receiving several section Updates: one quarter of EurActiv.com readers are in its database

EurActiv.com (only EN, FR,DE)



Basis 2000-2004: November
Basis 2005: April
Source: Cabestan.com

EurActiv is used essentially during office hours, by professionals ...



Basis 2005: April
Source: total pageviews, Nettracker 6.0

...however, EurActiv is already in the top 100, for example in Belgium, starting to compete with mass consumer portals:

Pos. février	Pos. janvier	Evolution	Site	Février. vs. Janvier	Visiteurs uniques février	Visiteurs uniques janvier	Visiteurs uniques décembre	Visiteurs uniques novembre	Visiteurs uniques octobre
1	1	-	M S N Belgium	-5,27%	4.932.199	5.192.581	4.716.430	4.490.787	4.814.465
2	2	-	Skynet	11,86%	4.922.819	4.401.004	3.825.990	3.672.677	3.451.974
3	3	-	M S N Member Directory	-7,45%	1.630.607	1.761.771	1.695.708	1.670.406	1.744.727
4	4	-	Telenet Breedband	-4,89%	1.291.295	1.357.705	1.288.592	1.223.709	1.182.112
5	5	-	SKYBLOG	6,72%	1.246.917	1.168.419	1.012.825	921.780	860.369
6	6	▲	Proximus	1,11%	1.169.799	1.169.799	1.169.799	1.169.799	1.169.799
76	76	-	Le Fil Int...	139,50%	139.500	139.500	139.500	139.500	139.500
79	82	▲	Q-Music	0,94%	136.389	135.116	151.354	138.948	159.376
80	84	▲	VNUnet	0,81%	133.115	132.039	121.952	106.784	78.160
81	83	▲	Femi Style	-1,01%	131.057	132.396	121.746	130.898	130.381
82	89	▲	EurActiv	5,30%	129.289	122.779	111.296	106.732	39.213
83	60	▼	CONNECTIONS	-36,64%	129.102	203.750	114.576	117.097	139.617
84	77	▼	T M F	-12,20%	129.071	147.008	144.498	142.537	142.537
85	80	▼	Auto55	-8,71%	128.714	140.987	102.915	114.934	141.451

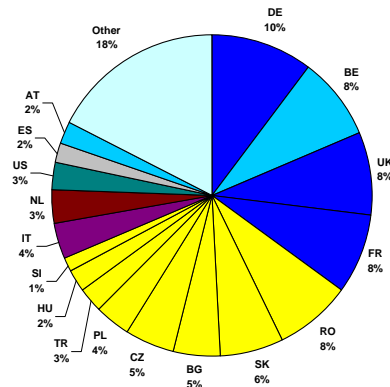
Base: February 2005
Source: CIM Metriweb / Inside Internet (Computerworld)

2) Detail results of readership survey 2005

NATIONALITY

“Which country do you come from?”

The network: 11 sites (n=3100)



- Blue: Countries with EurActiv.com “core language” portal (EN,FR,DE)
- Yellow: Countries with a EurActiv partner portal (Central Europe: 8 languages)

Conclusion:

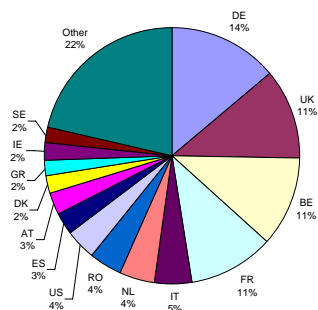
One quarter of readers come from one of the ‘Big 3’ countries with a core language version. Another third of readers come from countries where a franchise partner operates a EurActiv portal. The remaining readers come mainly from other EU countries, and the US (3%)

Evolution (2004-2005):

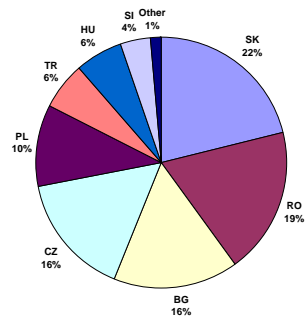
Strong increase in readership from countries where EurActiv has partner portals.

Detail West/East:

.COM: EN, FR, DE (n=2280)



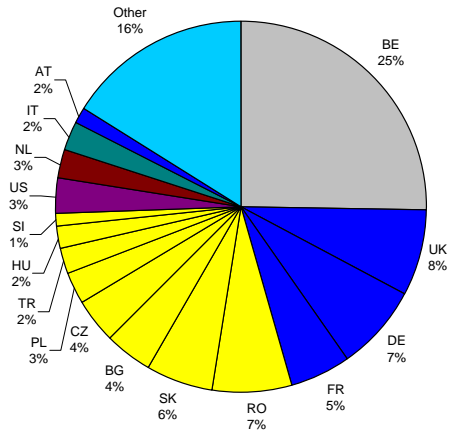
PARTNERS: BG, CZ, HU, PL, RO, SK, SI, TR (n=820)



COUNTRY OF RESIDENCE

"Which country do you live in?"

The network: 11 sites (n=3100)



■ Blue: Countries with EurActiv.com "core language" portal (EN,FR,DE)
■ Yellow: Countries with a EurActiv partner portal (Central Europe: 8 languages)

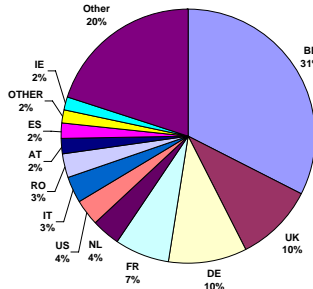
Conclusion:

75% of readers live outside Belgium (and most of them often travel to Brussels). This means that, in addition to the Brussels market, EurActiv's audience is also strong in EU affairs circles of many European capitals. This is a key difference with small specialized media, more Brussels centric. Altogether, three quarters of readers live in a country whose official language is used by EurActiv: greater "proximity" than any large international media.

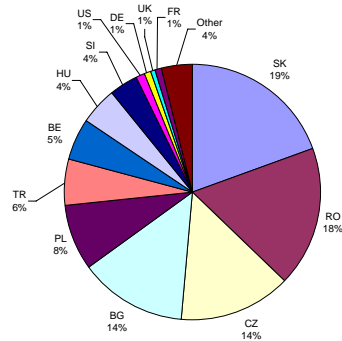
Evolution (2004-2005):

Strong increase of readers living in "enlargement countries".

.COM: EN, FR, DE
(n=2280)



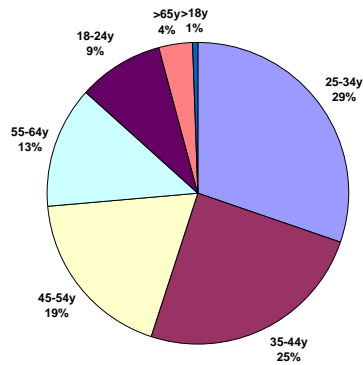
PARTNERS: BG, CZ, HU, PL, RO, SK, SI, TR
(n=820)



AGE

"What is your age group?"

The network: 11 sites (n=3100)



Conclusion:

Readers are spread over all age groups, more than half of them are aged between 25 and 44.

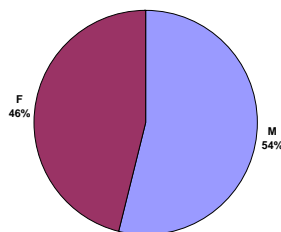
Evolution (2004-05):

Fewer readers below 35 years (although still one third) and more readers who are aged between 35 and 65: EurActiv is reaching more senior people.

GENDER

"What is your gender?"

The network: 11 sites (n=3100)



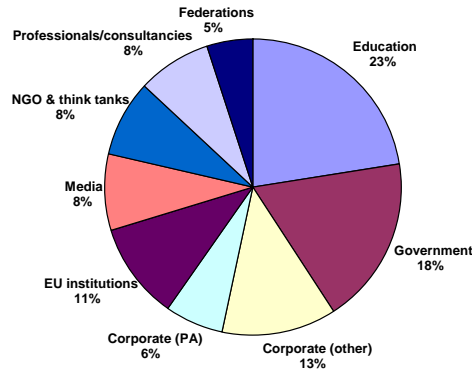
Conclusion:

Men still slightly outnumber women.

WORK SECTOR

"What sector do you work in?"

The network: 11 sites (n=3100)



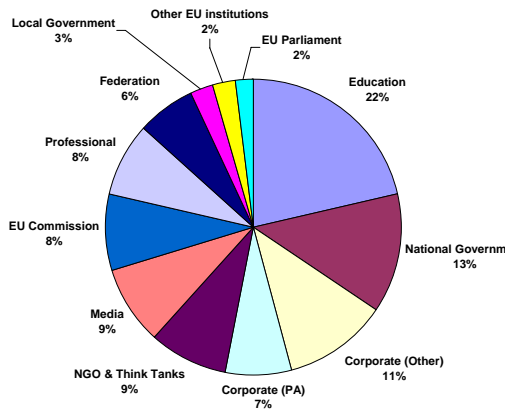
Conclusion:

EurActiv is strongly read in all sectors dealing with EU affairs. Readers who are journalists (8%) represent large multipliers. As one could expect, partner portals have a higher proportion of readers from national and regional governments and less from EU institutions. The other categories are similar to the Western audience.

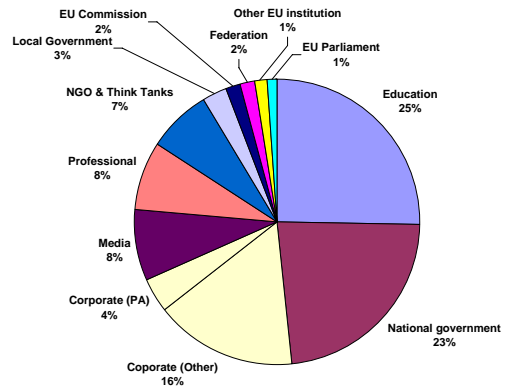
Evolution (2004-2005):

Compared with previous surveys the proportions are stable. But the absolute number of course increased strongly (even in core EU circles in Brussels). The proportion of education increased slightly, from 21% to 23%, but (next question) the proportion of students decreased to 10%. So, EurActiv is very well used by teaching and research staff. Altogether, around 80% of readers are policy professionals, excluding part of education and part of corporate (others)

.COM: EN, FR, DE
(n=2280)



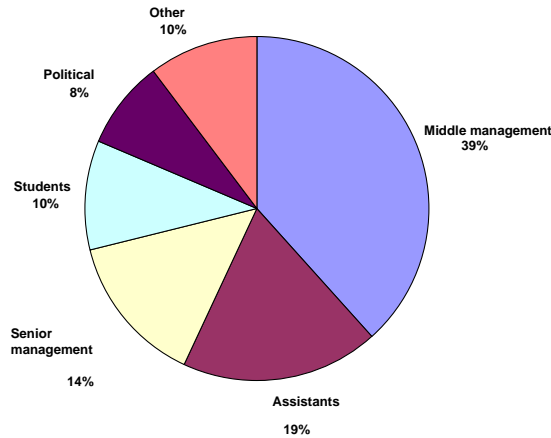
PARTNERS: BG, CZ, HU, PL, RO, SK, SI, TR
(n=820)



LEVEL/SKILLS

“What is your level/skills category”

The network: 11 sites (n=3100)



Conclusion:

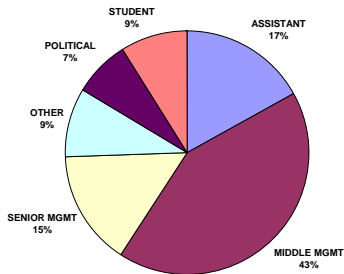
Two third of readers work in senior or middle management or have a political function (Commissioner or Ministers, members of parliaments, cabinets, spokespersons). On the localized partner portals there are less readers from Senior and Middle Management but more readers who have a political function.

Evolution (2002-2005):

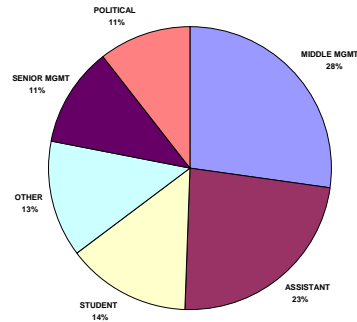
In 2002, only 1% of readers came from political leadership, and in 2005 8%: both the internet and EurActiv are now well established. The proportion of students among the readers went down from 18% in 2002 and 16% in 2004 to 10% in 2005.

Given that (previous question) the readership from the education sectors have increased, it means that more university professors use EurActiv to prepare their classes, which fits with anecdotal evidence.

.COM: EN, FR, DE
(n=2280)



PARTNERS: BG, CZ, HU, PL, RO, SK, SI,TR
(n=820)

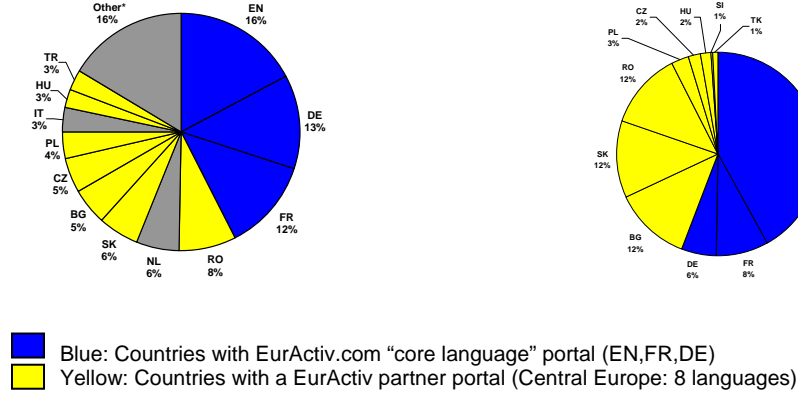


MOTHER TONGUE

"What is your mother tongue?"

The network: 11 sites (n=3100)

Unique visitors by language used (April 2005)



Conclusion:

40% of readers have English, French or German as their mother tongue. These are the core languages in which EurActiv.com publishes. Considering all 11 languages EurActiv publishes in via portal partners, about 75% of readers have one of these languages as their mother tongue.

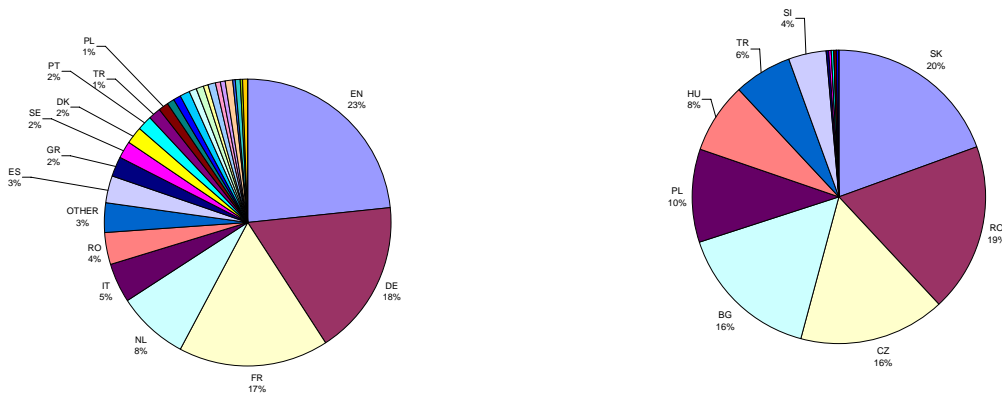
Evolution (2004-2005):

For the first time, German is the second ranked mother tongue, slightly above French. But the French language portal is still used a bit more than the German language one (8% vs 6% of all network readers), probably because more policy professionals have French than German as a working language or as a second language. .

All languages in which EurActiv partner portals exist have significantly increased: multilingualism and decentralization really work.

.COM: EN, FR, DE
(n=2280)

PARTNERS: BG, CZ, HU, PL, RO, SK, SI, TR
(n=820)



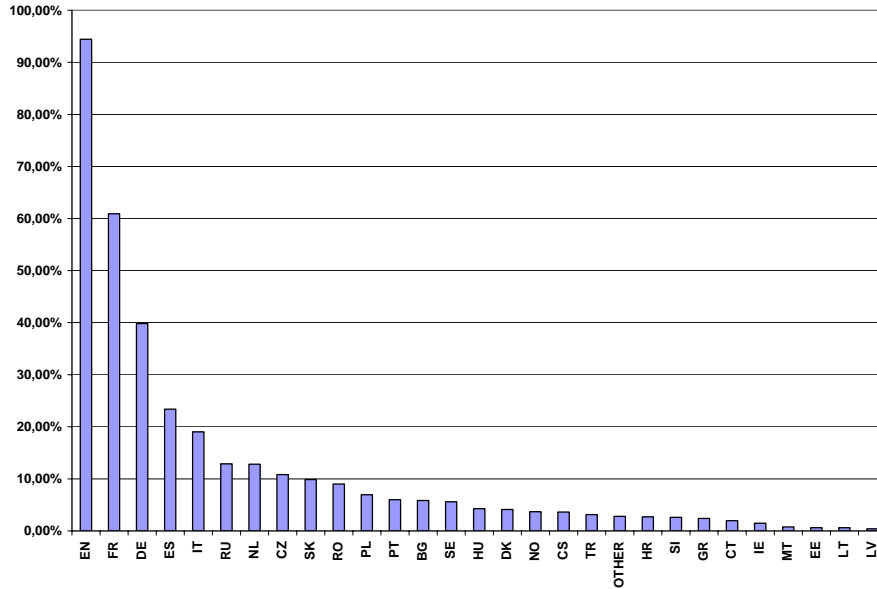
*) Other: ES, GR, SE, SI (each 2%); DK, PT, LT, NO, HR, MT (each 1%); EE, LV, RU, CS, IE, ... (<1%)

Italian and Spanish, among others, are underrepresented compared to their proportion of the EU population: this indicates potential for relevant EurActiv versions over time

READ LANGUAGES

"Which languages can you read?"

ALL (n=3100)



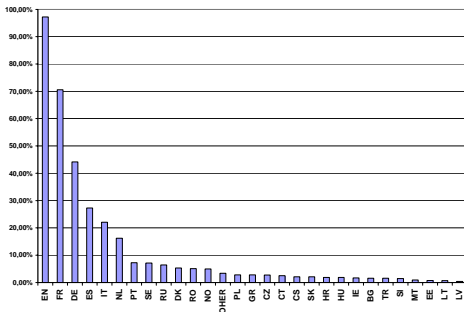
Further calculation:

97% of readers can read either EN or FR or DE, which validates the choice of these three core languages (also Commission working languages, upstream of policy decisions).

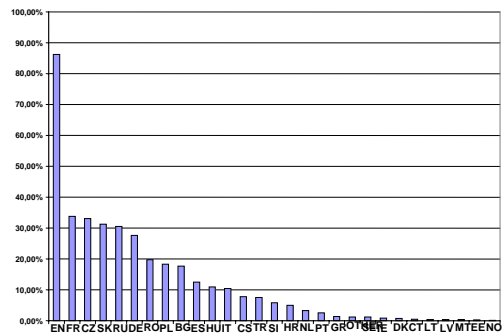
Conclusion:

On the partner websites in Central Europe, the proportions of readers who can read foreign languages is lower: 87% read English, and only 33% French, 28% German and 30% Russian. This, and the adaptation/localization value, justifies the CrossLingual network set up by EurActiv.

.COM: EN, FR, DE (n=2280)



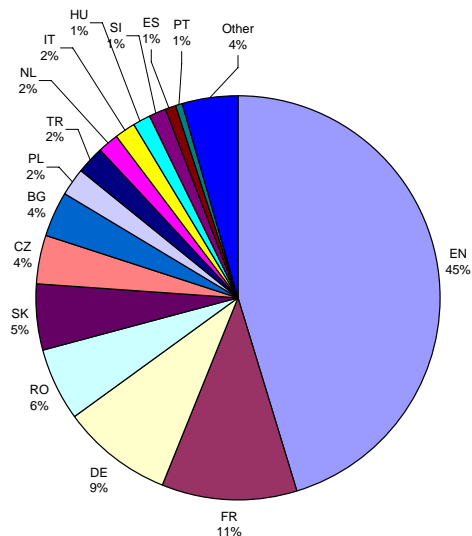
PARTNERS: BG, CZ, HU, PL, RO, SK, SI, TR (n=820)



WORKING LANGUAGES

“What is your main working language?”

The network: 11 sites (n=3100)



Conclusions

Nearly half of EurActiv's readers (45%) use English as their main working language, and 95% can read it. (earlier question) Although (earlier question) only 16% have it as a mother tongue. This justifies that more technical documents, and some of the news, are not always translated on EurActiv.com

Evolution (2004-2005):

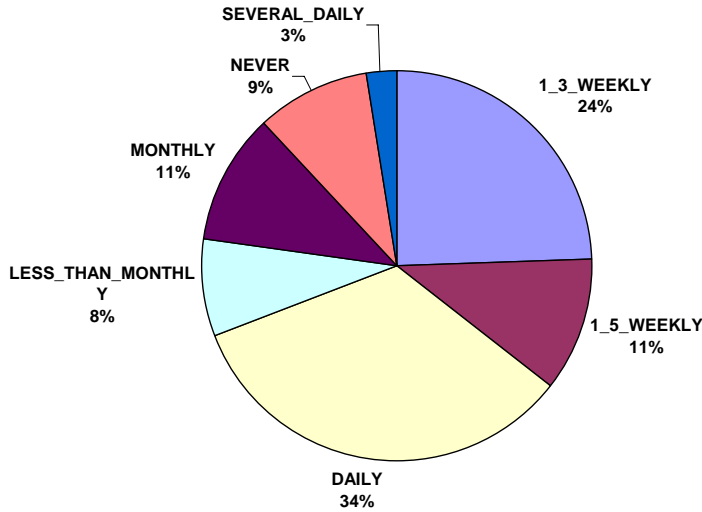
With the expansion of the EurActiv portal network towards Central and Eastern Europe, the proportion of English as the main working language of EurActiv readers has decreased (53% in 2004 vs 45% in 2005).

This is likely to decrease further as the network portals grow. Beyond EurActiv, it shows that the European Union does not work in English only, even for policy professionals, let alone citizens.

USAGE FREQUENCY .COM PORTAL

"How often on average do you use the main EurActiv portal (English / French / German)?"

The network: 11 sites (n=3100)

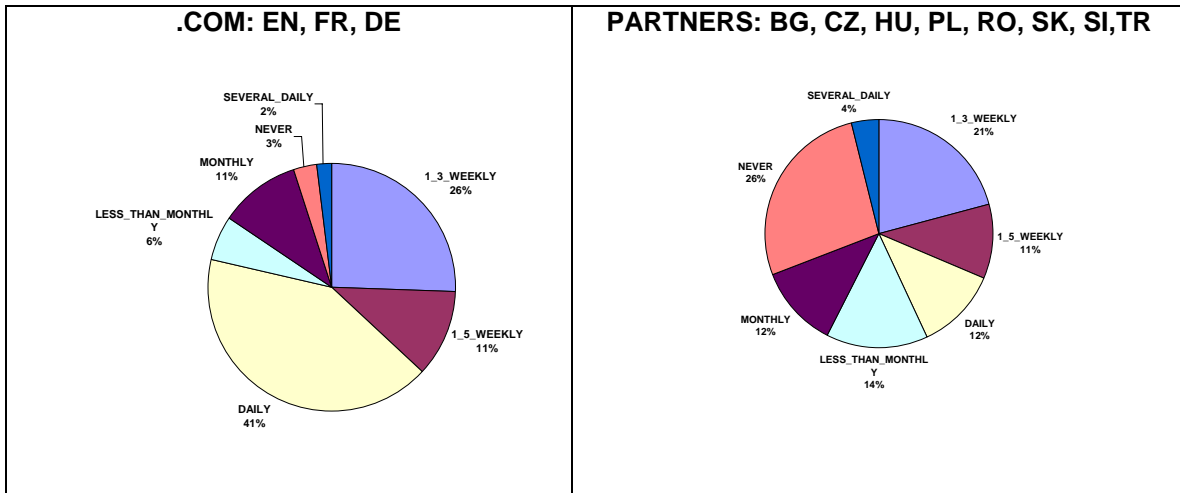


Conclusion

In terms of usage frequency, there are 3 main profiles among the readers:

- a) daily readers, visiting a EurActiv portal at least once a day (37%, even 43% on EurActiv.com in EN/FR/DE)
- b) weekly readers, visiting a EurActiv portal at least once a week (35%)
- c) non-regular readers, visiting a EurActiv portal monthly or less frequently (28%)

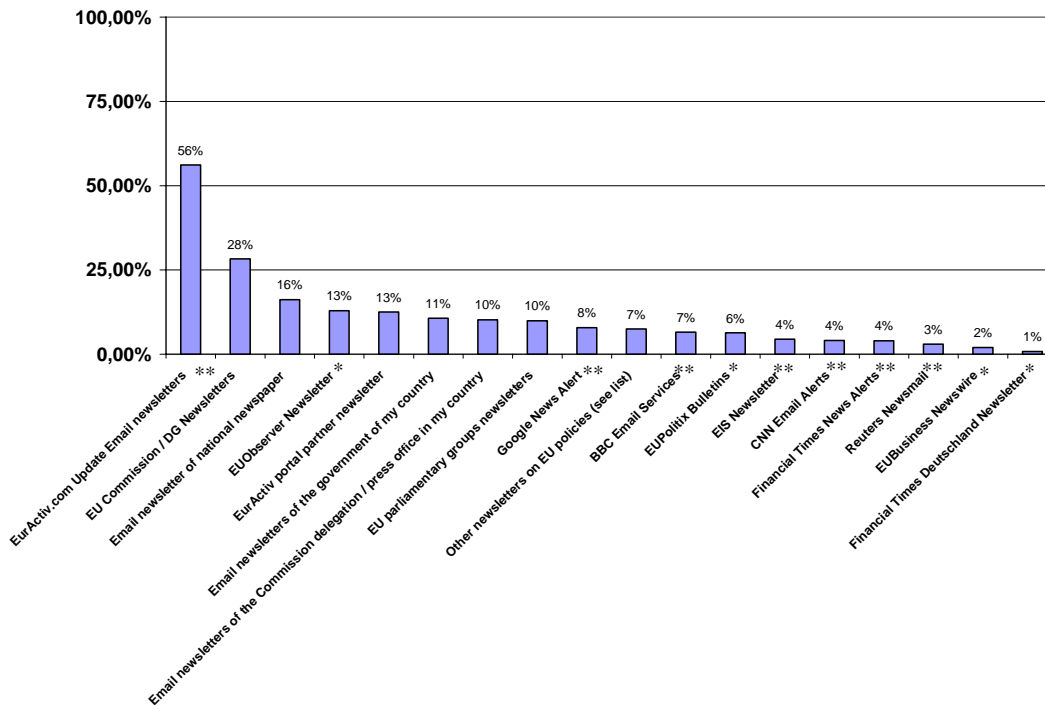
Given the recent launches in Central Europe (average age around one year), the proportion of daily readers for readers based in Central Europe is not as high. This shows the potential for page view growth.



EU EMAIL NEWSLETTERS

“Which EU email newsletters are you subscribed to (concerning EU policies)?”

The network: 11 sites (n=3100)



Conclusion

Other EU newsletters have less than half of the penetration of EurActiv's Update Emails, even adding up all Commission DG newsletters. Specifically, concerning private sector newsletters which can carry advertising:

- those that are of a general nature (marked *, like EurActiv's daily or weekly summary) total less than 23% : ie same individual receiving different newsletters.
- those that are topic specific (marked **, like EurActiv's section Update Emails) total less than 31% of readers (before double counting).

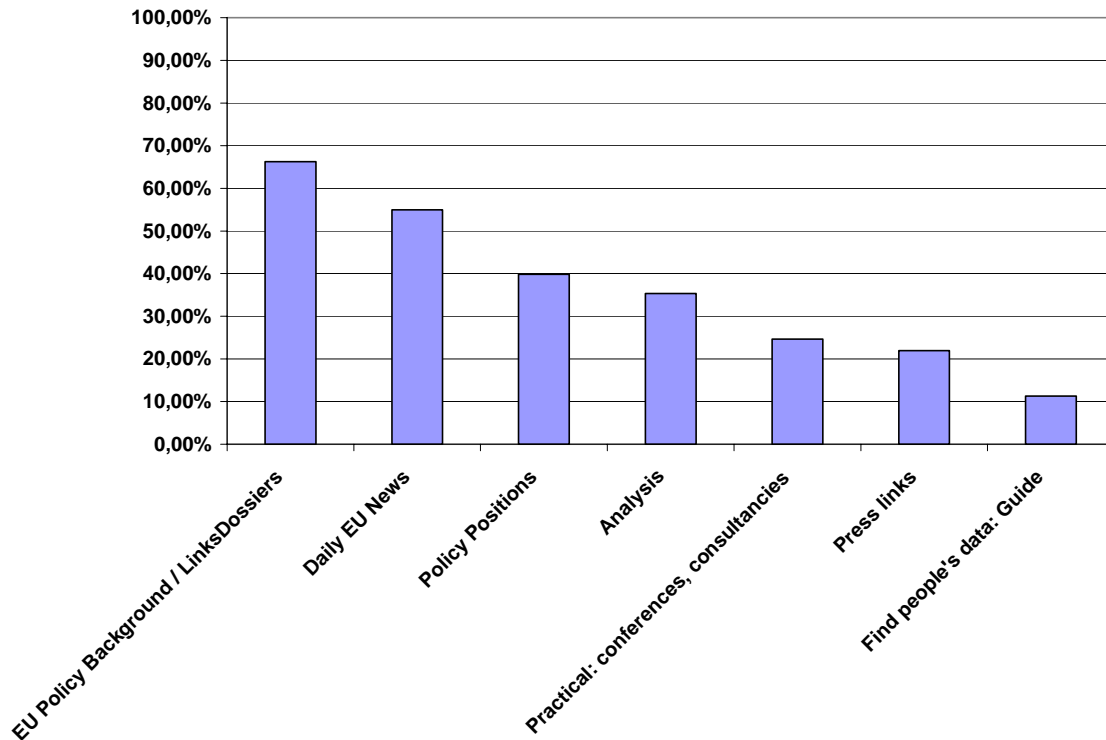
Interestingly, compared with 2004 results, the reception rate of all private sector specialised media dropped, except for strong brands like CNN, FT and Reuters, which remained stable, and Google which increased (but remains below 10%).

This confirms that EurActiv's Update Emails are the best way to advertise by email to the policy audience, and that EurActiv is becoming a strong brand among *EU Actors*.

USAGE REASONS

“For what reasons do you use EurActiv?” (Multiple selection possible)

The network: 11 sites (n=3100)



Conclusion:

EU policy background information (as provided in LinksDossiers) and daily EU news coverage are the key reasons for the readers to use the EurActiv portals. Policy positions and analyses from external sources are important for 1/3 of readers.

This confirms EurActiv's positioning as policy portal, as opposed to more superficial news sites.

Evolution 2004-2005:

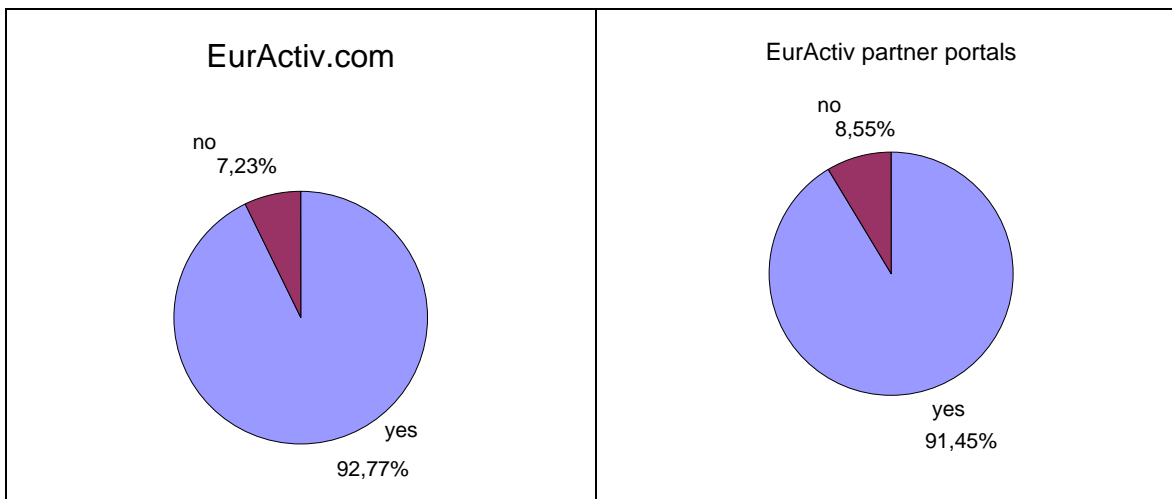
Essentially identical, except that more people use EurActiv to find practical information, probably thanks to its "Yellow Pages".

Back in 2002, daily news were still more important than LinksDossier/policy background: it takes several years to fully establish a policy portal.

INDEPENDENCE

"Would you agree that "independent & fact-based media" describes us?"

The network: 11 sites (n=3100)



Conclusion:

EurActiv's credibility as an independent media is strongly confirmed by the readers. The independence of EurActiv's partner portals in Central and Eastern Europe is regarded nearly as high as EurActiv.com's portal (91.45% vs 92.77% of readers)

Evolution 2004-2005:

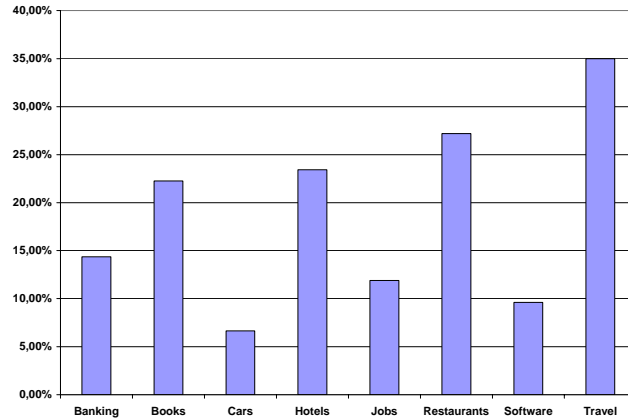
The figure was the same in the last survey, which is good given the higher number of sponsors and advertisers.

BUYING HABITS

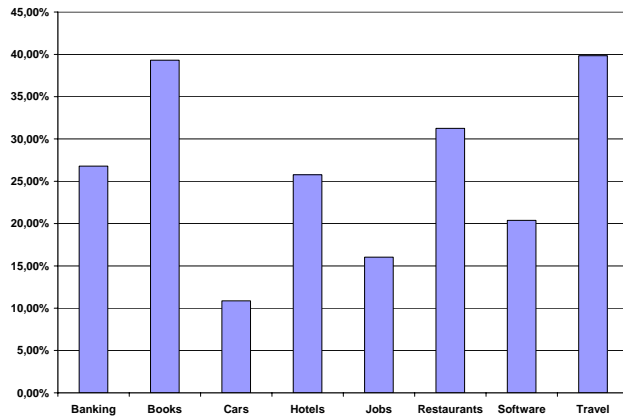
“Do you occasionally buy/book the following services/goods in Belgium?”

The network: 11 sites (n=3100)

Buys in Belgium (also if not living there)



In my country (for those not resident in Belgium)



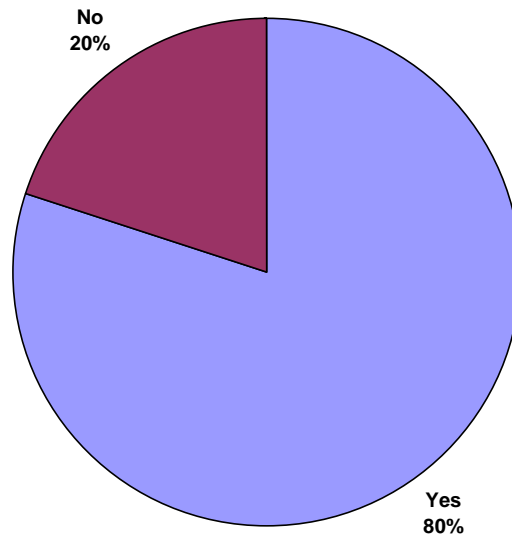
Conclusion:

Readers are frequent buyers of services like travel, hotels, restaurants as well as books.

BUYING ONLINE

“Over the last 12 months, did you buy/book goods or services over the Internet?”

The network: 11 sites (n=3100)



Conclusion:

A large majority of readers said that they made online purchases over the last 12 months.

Combined with the previous question on purchasing habits in Belgium (also for travelers there), this indicates that EurActiv's audience is a good target for online promotion of business and consumer services.

OTHER EU NEWS SOURCES

“What other EU news sources of information do you use, concerning EU policies”

The network: 11 sites (n=3100)

	<i>Print</i>				
	Never	Occasionally	Weekly	Daily	Total read
Agence Europe	78,12%	11,83%	3,22%	6,83%	21,88%
Financial Times	47,34%	30,84%	7,41%	<u>14,41%</u>	<u>52,66%</u>
The Economist	50,40%	30,26%	17,24%	2,09%	<u>49,60%</u>
WSJ Europe	78,57%	16,66%	2,45%	2,32%	21,43%
IHT	74,12%	18,82%	3,06%	4,00%	25,88%
European Report / EIS*	82,28%	13,37%	4,35%	n/a	17,72%
European Voice	67,10%	18,56%	12,86%	1,48%	<u>32,90%</u>
Le Monde	66,16%	19,11%	5,38%	9,35%	<u>33,84%</u>
Der Spiegel	79,31%	13,12%	5,87%	1,71%	20,69%
Le Soir	82,05%	10,73%	2,87%	4,35%	17,95%
La Libre Belgique	90,65%	5,48%	1,22%	2,64%	9,35%
L'Echo	93,94%	3,71%	0,90%	1,45%	6,06%
De Tijd	95,97%	2,29%	0,68%	1,06%	4,03%
Rzeczpospolita	95,68%	2,03%	0,55%	1,74%	4,32%
Zaman	98,49%	0,68%	0,32%	0,52%	1,51%
Dnevnik	95,87%	1,19%	0,81%	2,13%	4,13%
Other National Newspaper	33,23%	9,47%	9,76%	47,53%	66,77%

Conclusion: only four print media have a total readership (even occasionally) above 30% of EurActiv’s readership: the FT, the Economist, European Voice and Le Monde. Only the FT is significantly read daily, at only 14%. Internet is replacing daily newspapers.

	<i>Organisations' websites (concerning EU policies):</i>				
	Never	Occasionally	Weekly	Daily	Total read
europa.eu.int / DG websites	19,21%	23,62%	26,62%	<u>30,55%</u>	<u>80,79%</u>
EU Commission delegation / nat. press office sites	51,66%	29,17%	11,99%	7,19%	<u>48,34%</u>
EU Parliament website	33,64%	37,80%	17,66%	<u>10,89%</u>	<u>66,36%</u>
EU Council website	42,64%	35,13%	15,15%	7,09%	<u>57,36%</u>
Federation websites	60,88%	26,20%	8,48%	4,45%	<u>39,12%</u>
NGO / Think Tank website	37,93%	36,26%	17,02%	8,80%	<u>62,07%</u>

Conclusion: Only Europa and Europarl have a substantial readership online. Council, federation and think tank websites are used more occasionally. Contrary to the EurActiv network, EU delegation/press offices receive much less readers than their “central” website: Europa.eu.int.

Newssites (concerning EU policies):					
	Never	Occasionally	Weekly	Daily	Total_read
BBC Online	51,37%	23,46%	9,67%	<u>15,50%</u>	<u>48,63%</u>
FT Online	68,42%	18,47%	5,93%	7,19%	<u>31,58%</u>
FTD Online	91,20%	5,74%	1,71%	1,35%	8,80%
EurActiv	29,55%	13,95%	24,94%	31,55%	70,45%
Google News	60,49%	14,95%	8,70%	<u>15,86%</u>	<u>39,51%</u>
EUObserver	71,25%	10,60%	6,38%	<u>11,76%</u>	28,75%
European Voice Online	80,76%	12,15%	5,00%	2,09%	19,24%
EUPolitix	86,63%	6,16%	2,32%	4,90%	13,37%
Aqui Europa	96,65%	2,03%	0,52%	0,81%	3,35%
Europa Digital	94,58%	3,06%	1,35%	1,00%	5,42%
EUBusiness	90,36%	5,74%	2,35%	1,55%	9,64%
Expat.com	94,87%	4,03%	0,55%	0,55%	5,13%
Xpats.com	92,20%	6,06%	1,19%	0,55%	7,80%
Website of national media	50,11%	9,93%	8,93%	31,02%	49,89%

Conclusion: BBC online, Google news and FT online are the only websites with a significant readership overlap (over 15% of daily usage or 30% of total usage).

Evolution (2004-2005): The proportion of readers using other online media “concerning EU policies” has decreased for all those listed, especially the specialized ones. This is probably explained by: a) the use of national media by EurActiv’s growing audience in the capitals outside Brussels b) the Brussels focus of specialized media c) the fact that there is little competition to EurActiv “concerning EU policies” in several countries.

Broadcast (concerning EU policies):					
	Never	Occasionally	Weekly	Daily	Total_read
Euronews	55,37%	17,61%	8,58%	<u>18,45%</u>	<u>44,63%</u>
BBC television	50,82%	18,16%	10,51%	<u>20,51%</u>	<u>49,18%</u>
BBC radio	74,23%	10,48%	4,00%	11,29%	25,77%
TV5	77,01%	11,80%	5,32%	5,87%	22,99%
CNN	53,02%	21,61%	10,84%	14,54%	<u>46,98%</u>
Deutsche Welle	86,88%	8,51%	2,06%	2,55%	13,12%
Radio France International	89,46%	6,19%	1,87%	2,48%	10,54%
National TV	36,41%	7,19%	7,06%	<u>49,34%</u>	<u>63,59%</u>
National Radio	43,47%	9,90%	5,10%	<u>41,53%</u>	<u>56,53%</u>

Conclusion: Using the same standard as above, only BBC TV, Euronews and CNN show a significant overlap, plus national TV and radio. These media are not competing with EurActiv, and in fact some of them use EurActiv in their language as a source of information

*) Note: due to a technical problem on the survey form the daily readership for EIS is not known, also other values of this publication might not be 100% correct.

Appendix

EU source use by Country

What other EU news sources of information do you use concerning EU policies?						
<i>Print (based on Burson Marsteller Commission Media Ranking, April 2003)</i>						
Agence Europe	Never	Occasionally	Weekly	Daily	Total_read	
BG	88.81%	7.46%	2.99%	0.75%	11.19%	
CZ	93.33%	5.19%	0.74%	0.74%	6.67%	
DE	74.84%	13.73%	2.29%	9.15%	25.16%	
EN	76.31%	13.51%	3.39%	6.79%	23.69%	
FR	64.56%	14.56%	5.58%	15.29%	35.44%	
HU	76.92%	17.31%	0.00%	5.77%	23.08%	
PL	85.39%	10.11%	2.25%	2.25%	14.61%	
RO	87.66%	8.44%	1.95%	1.95%	12.34%	
SI	85.29%	8.82%	0.00%	5.88%	14.71%	
SK	96.51%	0.58%	2.91%	0.00%	3.49%	
TR	86.79%	3.77%	3.77%	5.66%	13.21%	
Grand Total	78.12%	11.83%	3.22%	6.83%	21.88%	
Financial Times	Never	Occasionally	Weekly	Daily	Total_read	
BG	67.16%	23.13%	5.22%	4.48%	32.84%	
CZ	62.96%	26.67%	5.93%	4.44%	37.04%	
DE	45.75%	36.60%	4.90%	12.75%	54.25%	
EN	37.13%	33.35%	9.41%	20.10%	62.87%	
FR	58.98%	24.27%	5.58%	11.17%	41.02%	
HU	50.00%	34.62%	5.77%	9.62%	50.00%	
PL	49.44%	38.20%	5.62%	6.74%	50.56%	
RO	55.84%	33.12%	6.49%	4.55%	44.16%	
SI	52.94%	32.35%	5.88%	8.82%	47.06%	
SK	70.35%	19.77%	4.65%	5.23%	29.65%	
TR	67.92%	16.98%	3.77%	11.32%	32.08%	
Grand Total	47.34%	30.84%	7.41%	14.41%	52.66%	
The Economist	Never	Occasionally	Weekly	Daily	Total_read	
BG	67.16%	22.39%	7.46%	2.99%	32.84%	
CZ	62.96%	28.15%	8.89%	0.00%	37.04%	
DE	63.07%	25.82%	9.15%	1.96%	36.93%	
EN	37.77%	35.66%	24.20%	2.37%	62.23%	
FR	60.44%	25.00%	12.14%	2.43%	39.56%	
HU	48.08%	28.85%	19.23%	3.85%	51.92%	

PL	55.06%	28.09%	14.61%	2.25%	44.94%
RO	63.64%	27.92%	7.79%	0.65%	36.36%
SI	47.06%	35.29%	14.71%	2.94%	52.94%
SK	75.58%	18.60%	5.23%	0.58%	24.42%
TR	73.58%	9.43%	15.09%	1.89%	26.42%
Grand Total	50.40%	30.26%	17.24%	2.09%	49.60%
WSJ Europe	Never	Occasiona lly	Weekly	Daily	Total_read
BG	88.06%	10.45%	1.49%	0.00%	11.94%
CZ	86.67%	12.59%	0.00%	0.74%	13.33%
DE	81.37%	14.38%	1.96%	2.29%	18.63%
EN	74.20%	19.97%	2.88%	2.94%	25.80%
FR	85.44%	10.19%	1.94%	2.43%	14.56%
HU	76.92%	19.23%	1.92%	1.92%	23.08%
PL	71.91%	24.72%	2.25%	1.12%	28.09%
RO	81.17%	12.99%	5.19%	0.65%	18.83%
SI	76.47%	20.59%	0.00%	2.94%	23.53%
SK	83.72%	14.53%	1.16%	0.58%	16.28%
TR	83.02%	7.55%	3.77%	5.66%	16.98%
Grand Total	78.57%	16.66%	2.45%	2.32%	21.43%
IHT	Never	Occasiona lly	Weekly	Daily	Total_read
BG	88.06%	9.70%	1.49%	0.75%	11.94%
CZ	89.63%	8.89%	0.00%	1.48%	10.37%
DE	82.03%	15.69%	1.31%	0.98%	17.97%
EN	65.30%	24.71%	4.29%	5.70%	34.70%
FR	80.34%	13.59%	2.43%	3.64%	19.66%
HU	78.85%	15.38%	5.77%	0.00%	21.15%
PL	77.53%	16.85%	1.12%	4.49%	22.47%
RO	78.57%	15.58%	2.60%	3.25%	21.43%
SI	79.41%	14.71%	2.94%	2.94%	20.59%
SK	88.95%	8.14%	1.16%	1.74%	11.05%
TR	90.57%	5.66%	1.89%	1.89%	9.43%
Grand Total	74.12%	18.82%	3.06%	4.00%	25.88%
European Report / EIS	Never	Occasiona lly	Weekly	Daily	Total_read
BG	90.30%	8.21%	1.49%	n/a	9.70%
CZ	82.96%	11.11%	5.93%	n/a	17.04%
DE	84.97%	12.09%	2.94%	n/a	15.03%
EN	79.64%	15.56%	4.80%	n/a	20.36%
FR	79.85%	13.83%	6.31%	n/a	20.15%
HU	80.77%	19.23%	0.00%	n/a	19.23%
PL	89.89%	10.11%	0.00%	n/a	10.11%
RO	84.42%	10.39%	5.19%	n/a	15.58%
SI	82.35%	17.65%	0.00%	n/a	17.65%
SK	91.86%	5.23%	2.91%	n/a	8.14%
TR	92.45%	3.77%	3.77%	n/a	7.55%
Grand Total	82.28%	13.37%	4.35%	n/a	17.72%

Important note: due to a technical problem the daily readership for EIS is not known, other values are effected as well					
European Voice	Never	Occasiona lly	Weekly	Daily	Total_read
BG	88.81%	6.72%	4.48%	0.00%	11.19%
CZ	80.74%	14.81%	4.44%	0.00%	19.26%
DE	73.20%	16.01%	10.13%	0.65%	26.80%
EN	58.64%	23.30%	16.65%	1.41%	41.36%
FR	62.86%	18.45%	15.29%	3.40%	37.14%
HU	57.69%	19.23%	21.15%	1.92%	42.31%
PL	76.40%	13.48%	8.99%	1.12%	23.60%
RO	85.71%	8.44%	4.55%	1.30%	14.29%
SI	76.47%	14.71%	5.88%	2.94%	23.53%
SK	88.95%	8.14%	2.91%	0.00%	11.05%
TR	86.79%	7.55%	0.00%	5.66%	13.21%
Grand Total	67.10%	18.56%	12.86%	1.48%	32.90%
Le Monde	Never	Occasiona lly	Weekly	Daily	Total_read
BG	85.07%	10.45%	2.99%	1.49%	14.93%
CZ	87.41%	9.63%	2.22%	0.74%	12.59%
DE	73.53%	20.26%	2.94%	3.27%	26.47%
EN	67.29%	22.09%	4.87%	5.76%	32.71%
FR	21.84%	24.27%	13.35%	40.53%	78.16%
HU	69.23%	15.38%	5.77%	9.62%	30.77%
PL	80.90%	14.61%	1.12%	3.37%	19.10%
RO	74.03%	14.29%	6.49%	5.19%	25.97%
SI	82.35%	11.76%	2.94%	2.94%	17.65%
SK	91.28%	5.81%	2.33%	0.58%	8.72%
TR	90.57%	3.77%	1.89%	3.77%	9.43%
Grand Total	66.16%	19.11%	5.38%	9.35%	33.84%
Der Spiegel	Never	Occasiona lly	Weekly	Daily	Total_read
BG	95.52%	2.99%	1.49%	0.00%	4.48%
CZ	88.15%	9.63%	2.22%	0.00%	11.85%
DE	25.16%	41.18%	27.45%	6.21%	74.84%
EN	81.75%	12.10%	4.55%	1.60%	18.25%
FR	88.83%	7.04%	2.43%	1.70%	11.17%
HU	80.77%	15.38%	3.85%	0.00%	19.23%
PL	77.53%	16.85%	4.49%	1.12%	22.47%
RO	94.81%	2.60%	1.95%	0.65%	5.19%
SI	85.29%	8.82%	5.88%	0.00%	14.71%
SK	90.70%	8.72%	0.58%	0.00%	9.30%
TR	98.11%	1.89%	0.00%	0.00%	1.89%
Grand Total	79.31%	13.12%	5.87%	1.71%	20.69%
Le Soir	Never	Occasiona lly	Weekly	Daily	Total_read
BG	94.78%	2.99%	0.75%	1.49%	5.22%

CZ	91.11%	7.41%	0.74%	0.74%	8.89%
DE	82.35%	12.09%	2.29%	3.27%	17.65%
EN	82.07%	12.42%	2.43%	3.07%	17.93%
FR	59.22%	14.81%	8.50%	17.48%	40.78%
HU	82.69%	15.38%	1.92%	0.00%	17.31%
PL	93.26%	5.62%	0.00%	1.12%	6.74%
RO	92.86%	5.84%	1.30%	0.00%	7.14%
SI	97.06%	2.94%	0.00%	0.00%	2.94%
SK	96.51%	1.74%	1.74%	0.00%	3.49%
TR	94.34%	1.89%	1.89%	1.89%	5.66%
Grand Total	82.05%	10.73%	2.87%	4.35%	17.95%
La Libre Belgique	Never	Occasiona lly	Weekly	Daily	Total_read
BG	96.27%	1.49%	1.49%	0.75%	3.73%
CZ	97.04%	2.96%	0.00%	0.00%	2.96%
DE	95.42%	2.61%	0.33%	1.63%	4.58%
EN	91.74%	6.02%	0.70%	1.54%	8.26%
FR	70.63%	11.41%	5.58%	12.38%	29.37%
HU	92.31%	7.69%	0.00%	0.00%	7.69%
PL	96.63%	3.37%	0.00%	0.00%	3.37%
RO	96.10%	3.90%	0.00%	0.00%	3.90%
SI	100.00%	0.00%	0.00%	0.00%	0.00%
SK	98.84%	0.58%	0.58%	0.00%	1.16%
TR	96.23%	1.89%	0.00%	1.89%	3.77%
Grand Total	90.65%	5.48%	1.22%	2.64%	9.35%
L'Echo	Never	Occasiona lly	Weekly	Daily	Total_read
BG	97.76%	1.49%	0.00%	0.75%	2.24%
CZ	94.07%	1.48%	4.44%	0.00%	5.93%
DE	97.39%	1.96%	0.00%	0.65%	2.61%
EN	95.01%	3.84%	0.32%	0.83%	4.99%
FR	81.31%	8.25%	3.64%	6.80%	18.69%
HU	94.23%	1.92%	3.85%	0.00%	5.77%
PL	97.75%	2.25%	0.00%	0.00%	2.25%
RO	95.45%	4.55%	0.00%	0.00%	4.55%
SI	100.00%	0.00%	0.00%	0.00%	0.00%
SK	99.42%	0.58%	0.00%	0.00%	0.58%
TR	98.11%	0.00%	0.00%	1.89%	1.89%
Grand Total	93.94%	3.71%	0.90%	1.45%	6.06%
De Tijd	Never	Occasiona lly	Weekly	Daily	Total_read
BG	99.25%	0.75%	0.00%	0.00%	0.75%
CZ	100.00%	0.00%	0.00%	0.00%	0.00%
DE	97.39%	1.31%	0.33%	0.98%	2.61%
EN	94.43%	3.33%	1.02%	1.22%	5.57%
FR	93.69%	2.67%	0.97%	2.67%	6.31%
HU	98.08%	1.92%	0.00%	0.00%	1.92%
PL	98.88%	1.12%	0.00%	0.00%	1.12%

RO	99.35%	0.65%	0.00%	0.00%	0.65%
SI	100.00%	0.00%	0.00%	0.00%	0.00%
SK	100.00%	0.00%	0.00%	0.00%	0.00%
TR	100.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	95.97%	2.29%	0.68%	1.06%	4.03%
Rzeczpospolita	Never	Occasiona lly	Weekly	Daily	Total_read
BG	97.76%	0.75%	0.75%	0.75%	2.24%
CZ	97.78%	2.22%	0.00%	0.00%	2.22%
DE	98.37%	1.31%	0.00%	0.33%	1.63%
EN	97.95%	1.28%	0.19%	0.58%	2.05%
FR	98.06%	0.73%	0.49%	0.73%	1.94%
HU	100.00%	0.00%	0.00%	0.00%	0.00%
PL	21.35%	22.47%	11.24%	44.94%	78.65%
RO	99.35%	0.65%	0.00%	0.00%	0.65%
SI	100.00%	0.00%	0.00%	0.00%	0.00%
SK	93.02%	6.40%	0.58%	0.00%	6.98%
TR	100.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	95.68%	2.03%	0.55%	1.74%	4.32%
Zaman	Never	Occasiona lly	Weekly	Daily	Total_read
BG	97.01%	0.75%	0.75%	1.49%	2.99%
CZ	100.00%	0.00%	0.00%	0.00%	0.00%
DE	99.02%	0.33%	0.00%	0.65%	0.98%
EN	98.53%	0.83%	0.51%	0.13%	1.47%
FR	99.27%	0.49%	0.00%	0.24%	0.73%
HU	100.00%	0.00%	0.00%	0.00%	0.00%
PL	100.00%	0.00%	0.00%	0.00%	0.00%
RO	98.05%	1.95%	0.00%	0.00%	1.95%
SI	100.00%	0.00%	0.00%	0.00%	0.00%
SK	100.00%	0.00%	0.00%	0.00%	0.00%
TR	79.25%	1.89%	1.89%	16.98%	20.75%
Grand Total	98.49%	0.68%	0.32%	0.52%	1.51%
Dnevnik	Never	Occasiona lly	Weekly	Daily	Total_read
BG	30.60%	13.43%	11.94%	44.03%	69.40%
CZ	99.26%	0.00%	0.74%	0.00%	0.74%
DE	98.04%	0.65%	0.65%	0.65%	1.96%
EN	98.59%	0.83%	0.32%	0.26%	1.41%
FR	99.27%	0.49%	0.24%	0.00%	0.73%
HU	98.08%	1.92%	0.00%	0.00%	1.92%
PL	100.00%	0.00%	0.00%	0.00%	0.00%
RO	99.35%	0.65%	0.00%	0.00%	0.65%
SI	97.06%	0.00%	0.00%	2.94%	2.94%
SK	100.00%	0.00%	0.00%	0.00%	0.00%
TR	100.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	95.87%	1.19%	0.81%	2.13%	4.13%

Other National Newspaper	Never	Occasiona lly	Weekly	Daily	Total_read
BG	36.57%	7.46%	11.94%	44.03%	63.43%
CZ	32.59%	15.56%	9.63%	42.22%	67.41%
DE	21.57%	7.84%	11.76%	58.82%	78.43%
EN	31.82%	8.77%	9.48%	49.94%	68.18%
FR	40.05%	11.41%	9.71%	38.83%	59.95%
HU	25.00%	9.62%	9.62%	55.77%	75.00%
PL	33.71%	11.24%	13.48%	41.57%	66.29%
RO	40.26%	8.44%	5.84%	45.45%	59.74%
SI	14.71%	14.71%	11.76%	58.82%	85.29%
SK	41.28%	12.79%	9.30%	36.63%	58.72%
TR	54.72%	0.00%	7.55%	37.74%	45.28%
Grand Total	33.23%	9.47%	9.76%	47.53%	66.77%

Organisations' websites (concerning EU policies):

europa.eu.int / DG websites	Never	Occasiona lly	Weekly	Daily	Total_read
BG	40.30%	24.63%	17.16%	17.91%	59.70%
CZ	15.56%	34.07%	28.15%	22.22%	84.44%
DE	13.07%	26.47%	29.08%	31.37%	86.93%
EN	15.04%	23.30%	29.90%	31.75%	84.96%
FR	11.65%	20.15%	21.12%	47.09%	88.35%
HU	15.38%	21.15%	21.15%	42.31%	84.62%
PL	19.10%	22.47%	26.97%	31.46%	80.90%
RO	42.86%	19.48%	23.38%	14.29%	57.14%
SI	20.59%	29.41%	20.59%	29.41%	79.41%
SK	41.86%	29.07%	18.60%	10.47%	58.14%
TR	52.83%	9.43%	22.64%	15.09%	47.17%
Grand Total	19.21%	23.62%	26.62%	30.55%	80.79%

Comm delegation / nat press office sites	Never	Occasiona lly	Weekly	Daily	Total_read
BG	46.27%	25.37%	17.16%	11.19%	53.73%
CZ	40.74%	32.59%	22.96%	3.70%	59.26%
DE	39.54%	39.22%	13.73%	7.52%	60.46%
EN	51.41%	28.49%	12.42%	7.68%	48.59%
FR	63.11%	23.54%	6.80%	6.55%	36.89%
HU	40.38%	50.00%	3.85%	5.77%	59.62%
PL	55.06%	33.71%	5.62%	5.62%	44.94%
RO	47.40%	25.32%	17.53%	9.74%	52.60%
SI	35.29%	47.06%	11.76%	5.88%	64.71%
SK	61.63%	30.23%	6.98%	1.16%	38.37%
TR	77.36%	3.77%	7.55%	11.32%	22.64%
Grand Total	51.66%	29.17%	11.99%	7.19%	48.34%

EU Parliament website	Never	Occasiona lly	Weekly	Daily	Total_read
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BG	53.73%	25.37%	14.93%	5.97%	46.27%
CZ	35.56%	45.93%	12.59%	5.93%	64.44%
DE	21.90%	44.44%	21.57%	12.09%	78.10%
EN	30.60%	38.99%	19.72%	10.69%	69.40%
FR	28.64%	34.22%	18.45%	18.69%	71.36%
HU	30.77%	38.46%	15.38%	15.38%	69.23%
PL	37.08%	48.31%	5.62%	8.99%	62.92%
RO	55.84%	27.92%	9.74%	6.49%	44.16%
SI	50.00%	38.24%	2.94%	8.82%	50.00%
SK	44.77%	36.63%	13.95%	4.65%	55.23%
TR	60.38%	16.98%	15.09%	7.55%	39.62%
Grand Total	33.64%	37.80%	17.66%	10.89%	66.36%
EU Council website	Never	Occasiona lly	Weekly	Daily	Total_read
BG	57.46%	24.63%	14.18%	3.73%	42.54%
CZ	52.59%	37.78%	8.15%	1.48%	47.41%
DE	32.03%	40.85%	21.57%	5.56%	67.97%
EN	38.09%	37.90%	16.77%	7.23%	61.91%
FR	41.26%	31.31%	15.29%	12.14%	58.74%
HU	40.38%	38.46%	11.54%	9.62%	59.62%
PL	48.31%	35.96%	5.62%	10.11%	51.69%
RO	59.09%	24.68%	10.39%	5.84%	40.91%
SI	50.00%	32.35%	11.76%	5.88%	50.00%
SK	59.88%	30.23%	8.14%	1.74%	40.12%
TR	69.81%	13.21%	7.55%	9.43%	30.19%
Grand Total	42.64%	35.13%	15.15%	7.09%	57.36%
Federation websites	Never	Occasiona lly	Weekly	Daily	Total_read
BG	58.96%	29.10%	5.97%	5.97%	41.04%
CZ	65.93%	28.15%	5.19%	0.74%	34.07%
DE	29.74%	42.48%	20.26%	7.52%	70.26%
EN	64.21%	23.24%	8.45%	4.10%	35.79%
FR	56.31%	28.16%	9.47%	6.07%	43.69%
HU	63.46%	30.77%	3.85%	1.92%	36.54%
PL	73.03%	21.35%	3.37%	2.25%	26.97%
RO	79.22%	14.29%	1.95%	4.55%	20.78%
SI	38.24%	50.00%	8.82%	2.94%	61.76%
SK	68.02%	27.91%	2.33%	1.74%	31.98%
TR	84.91%	9.43%	0.00%	5.66%	15.09%
Grand Total	60.88%	26.20%	8.48%	4.45%	39.12%
NGO / Think Tank website	Never	Occasiona lly	Weekly	Daily	Total_read
BG	38.81%	34.33%	14.93%	11.94%	61.19%
CZ	52.59%	37.04%	9.63%	0.74%	47.41%
DE	26.47%	42.48%	24.18%	6.86%	73.53%
EN	33.80%	36.75%	19.40%	10.05%	66.20%
FR	37.38%	37.86%	13.35%	11.41%	62.62%
HU	50.00%	40.38%	9.62%	0.00%	50.00%

PL	37.08%	46.07%	11.24%	5.62%	62.92%
RO	57.14%	25.32%	9.74%	7.79%	42.86%
SI	47.06%	35.29%	11.76%	5.88%	52.94%
SK	54.07%	27.91%	13.95%	4.07%	45.93%
TR	66.04%	15.09%	9.43%	9.43%	33.96%
Grand Total	37.93%	36.26%	17.02%	8.80%	62.07%

Newssites (concerning EU policies):

BBC Online	Never	Occasionally	Weekly	Daily	Total_read
BG	57.46%	17.16%	10.45%	14.93%	42.54%
CZ	49.63%	31.11%	9.63%	9.63%	50.37%
DE	71.90%	22.22%	2.61%	3.27%	28.10%
EN	40.59%	26.06%	11.59%	21.77%	59.41%
FR	66.26%	20.87%	6.31%	6.55%	33.74%
HU	51.92%	23.08%	13.46%	11.54%	48.08%
PL	60.67%	17.98%	11.24%	10.11%	39.33%
RO	51.30%	17.53%	11.04%	20.13%	48.70%
SI	55.88%	17.65%	11.76%	14.71%	44.12%
SK	59.88%	22.09%	9.88%	8.14%	40.12%
TR	77.36%	5.66%	5.66%	11.32%	22.64%
Grand Total	51.37%	23.46%	9.67%	15.50%	48.63%

FT Online	Never	Occasionally	Weekly	Daily	Total_read
BG	79.10%	14.18%	2.99%	3.73%	20.90%
CZ	77.78%	17.04%	2.96%	2.22%	22.22%
DE	76.47%	17.97%	1.96%	3.59%	23.53%
EN	60.18%	22.54%	7.43%	9.86%	39.82%
FR	76.21%	13.59%	4.61%	5.58%	23.79%
HU	57.69%	26.92%	5.77%	9.62%	42.31%
PL	76.40%	10.11%	7.87%	5.62%	23.60%
RO	73.38%	12.34%	9.09%	5.19%	26.62%
SI	79.41%	17.65%	2.94%	0.00%	20.59%
SK	81.98%	11.05%	3.49%	3.49%	18.02%
TR	84.91%	1.89%	7.55%	5.66%	15.09%
Grand Total	68.42%	18.47%	5.93%	7.19%	31.58%

FTD Online	Never	Occasionally	Weekly	Daily	Total_read
BG	94.03%	4.48%	0.75%	0.75%	5.97%
CZ	94.81%	4.44%	0.74%	0.00%	5.19%
DE	72.88%	17.32%	4.58%	5.23%	27.12%
EN	92.13%	5.12%	1.66%	1.09%	7.87%
FR	95.39%	2.67%	1.21%	0.73%	4.61%
HU	78.85%	21.15%	0.00%	0.00%	21.15%
PL	93.26%	4.49%	2.25%	0.00%	6.74%
RO	94.16%	1.95%	1.95%	1.95%	5.84%
SI	94.12%	2.94%	2.94%	0.00%	5.88%

	SK	97.67%	1.74%	0.00%	0.58%	2.33%
	TR	98.11%	0.00%	0.00%	1.89%	1.89%
	Grand Total	91.20%	5.74%	1.71%	1.35%	8.80%
	EurActiv	Never	Occasiona lly	Weekly	Daily	Total_read
	BG	67.91%	6.72%	9.70%	15.67%	32.09%
	CZ	26.67%	17.04%	34.07%	22.22%	73.33%
	DE	26.80%	15.69%	27.78%	29.74%	73.20%
	EN	24.26%	13.44%	28.55%	33.74%	75.74%
	FR	27.91%	13.83%	21.36%	36.89%	72.09%
	HU	26.92%	25.00%	23.08%	25.00%	73.08%
	PL	42.70%	12.36%	21.35%	23.60%	57.30%
	RO	33.12%	15.58%	16.23%	35.06%	66.88%
	SI	35.29%	11.76%	23.53%	29.41%	64.71%
	SK	37.79%	16.86%	18.60%	26.74%	62.21%
	TR	64.15%	9.43%	0.00%	26.42%	35.85%
	Grand Total	29.55%	13.95%	24.94%	31.55%	70.45%
	Google News	Never	Occasiona lly	Weekly	Daily	Total_read
	BG	67.91%	10.45%	8.21%	13.43%	32.09%
	CZ	66.67%	18.52%	7.41%	7.41%	33.33%
	DE	55.56%	16.99%	11.11%	16.34%	44.44%
	EN	59.73%	15.36%	8.83%	16.07%	40.27%
	FR	59.22%	12.86%	7.77%	20.15%	40.78%
	HU	63.46%	15.38%	7.69%	13.46%	36.54%
	PL	70.79%	13.48%	4.49%	11.24%	29.21%
	RO	55.84%	13.64%	9.09%	21.43%	44.16%
	SI	67.65%	20.59%	2.94%	8.82%	32.35%
	SK	58.72%	17.44%	11.63%	12.21%	41.28%
	TR	81.13%	3.77%	3.77%	11.32%	18.87%
	Grand Total	60.49%	14.95%	8.70%	15.86%	39.51%
	EUobserver	Never	Occasiona lly	Weekly	Daily	Total_read
	BG	79.85%	5.22%	7.46%	7.46%	20.15%
	CZ	80.74%	9.63%	5.19%	4.44%	19.26%
	DE	74.18%	11.44%	5.56%	8.82%	25.82%
	EN	65.81%	12.74%	6.72%	14.72%	34.19%
	FR	73.30%	8.74%	7.52%	10.44%	26.70%
	HU	67.31%	11.54%	7.69%	13.46%	32.69%
	PL	79.78%	7.87%	3.37%	8.99%	20.22%
	RO	73.38%	8.44%	7.14%	11.04%	26.62%
	SI	82.35%	2.94%	5.88%	8.82%	17.65%
	SK	86.63%	5.81%	4.07%	3.49%	13.37%
	TR	79.25%	3.77%	1.89%	15.09%	20.75%
	Grand Total	71.25%	10.60%	6.38%	11.76%	28.75%
	European Voice Online	Never	Occasiona	Weekly	Daily	Total_read

		Ily			
BG	92.54%	4.48%	0.00%	2.99%	7.46%
CZ	85.19%	13.33%	1.48%	0.00%	14.81%
DE	83.99%	11.11%	3.59%	1.31%	16.01%
EN	76.76%	14.98%	6.21%	2.05%	23.24%
FR	79.13%	11.17%	7.52%	2.18%	20.87%
HU	69.23%	19.23%	5.77%	5.77%	30.77%
PL	87.64%	4.49%	2.25%	5.62%	12.36%
RO	88.96%	5.84%	3.25%	1.95%	11.04%
SI	82.35%	17.65%	0.00%	0.00%	17.65%
SK	93.02%	4.65%	0.58%	1.74%	6.98%
TR	86.79%	3.77%	5.66%	3.77%	13.21%
Grand Total	80.76%	12.15%	5.00%	2.09%	19.24%
EUPolitix	Never	Occasiona lly	Weekly	Daily	Total_read
BG	94.03%	3.73%	0.75%	1.49%	5.97%
CZ	94.07%	2.22%	0.00%	3.70%	5.93%
DE	90.85%	4.90%	1.96%	2.29%	9.15%
EN	82.84%	7.62%	3.14%	6.40%	17.16%
FR	86.17%	6.55%	2.67%	4.61%	13.83%
HU	80.77%	7.69%	1.92%	9.62%	19.23%
PL	93.26%	3.37%	2.25%	1.12%	6.74%
RO	88.96%	7.79%	0.00%	3.25%	11.04%
SI	94.12%	5.88%	0.00%	0.00%	5.88%
SK	95.93%	0.58%	1.16%	2.33%	4.07%
TR	92.45%	0.00%	0.00%	7.55%	7.55%
Grand Total	86.63%	6.16%	2.32%	4.90%	13.37%
Aqui Europa	Never	Occasiona lly	Weekly	Daily	Total_read
BG	98.51%	0.75%	0.00%	0.75%	1.49%
CZ	98.52%	1.48%	0.00%	0.00%	1.48%
DE	97.71%	1.96%	0.00%	0.33%	2.29%
EN	96.35%	2.50%	0.58%	0.58%	3.65%
FR	94.90%	1.46%	0.97%	2.67%	5.10%
HU	96.15%	3.85%	0.00%	0.00%	3.85%
PL	98.88%	0.00%	1.12%	0.00%	1.12%
RO	95.45%	3.25%	0.65%	0.65%	4.55%
SI	97.06%	0.00%	0.00%	2.94%	2.94%
SK	97.67%	1.16%	0.58%	0.58%	2.33%
TR	100.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	96.65%	2.03%	0.52%	0.81%	3.35%
Europa Digital	Never	Occasiona lly	Weekly	Daily	Total_read
BG	98.51%	1.49%	0.00%	0.00%	1.49%
CZ	96.30%	3.70%	0.00%	0.00%	3.70%
DE	79.08%	9.80%	7.84%	3.27%	20.92%
EN	95.64%	2.88%	0.83%	0.64%	4.36%
FR	96.84%	0.73%	0.49%	1.94%	3.16%

Grand Total	92.20%	6.06%	1.19%	0.55%	7.80%
Website of national media	Never	Occasionally	Weekly	Daily	Total_read
BG	40.30%	5.97%	4.48%	49.25%	59.70%
CZ	35.56%	18.52%	8.15%	37.78%	64.44%
DE	62.09%	7.84%	7.84%	22.22%	37.91%
EN	50.58%	9.81%	9.68%	29.94%	49.42%
FR	50.97%	9.47%	8.74%	30.83%	49.03%
HU	25.00%	13.46%	9.62%	51.92%	75.00%
PL	49.44%	8.99%	12.36%	29.21%	50.56%
RO	50.65%	9.09%	6.49%	33.77%	49.35%
SI	41.18%	23.53%	2.94%	32.35%	58.82%
SK	43.60%	11.63%	12.21%	32.56%	56.40%
TR	73.58%	3.77%	1.89%	20.75%	26.42%
Grand Total	50.11%	9.93%	8.93%	31.02%	49.89%

Broadcast (concerning EU policies):

Euronews	Never	Occasionally	Weekly	Daily	Total_read
BG	50.75%	11.94%	7.46%	29.85%	49.25%
CZ	51.11%	31.85%	8.89%	8.15%	48.89%
DE	61.44%	18.95%	9.15%	10.46%	38.56%
EN	58.53%	17.44%	8.65%	15.38%	41.47%
FR	45.39%	16.50%	7.04%	31.07%	54.61%
HU	55.77%	9.62%	5.77%	28.85%	44.23%
PL	56.18%	21.35%	1.12%	21.35%	43.82%
RO	26.62%	16.23%	17.53%	39.61%	73.38%
SI	70.59%	17.65%	5.88%	5.88%	29.41%
SK	61.05%	17.44%	11.05%	10.47%	38.95%
TR	81.13%	7.55%	0.00%	11.32%	18.87%
Grand Total	55.37%	17.61%	8.58%	18.45%	44.63%

BBC television	Never	Occasionally	Weekly	Daily	Total_read
BG	63.43%	12.69%	12.69%	11.19%	36.57%
CZ	67.41%	22.96%	5.93%	3.70%	32.59%
DE	64.38%	22.55%	6.21%	6.86%	35.62%
EN	41.09%	18.21%	11.60%	29.10%	58.91%
FR	61.89%	16.26%	11.65%	10.19%	38.11%
HU	44.23%	15.38%	13.46%	26.92%	55.77%
PL	44.94%	25.84%	5.62%	23.60%	55.06%
RO	55.19%	16.23%	11.69%	16.88%	44.81%
SI	50.00%	20.59%	2.94%	26.47%	50.00%
SK	61.05%	16.28%	11.05%	11.63%	38.95%
TR	69.81%	7.55%	5.66%	16.98%	30.19%
Grand Total	50.82%	18.16%	10.51%	20.51%	49.18%

BBC radio	Never	Occasiona lly	Weekly	Daily	Total_read
BG	76.87%	7.46%	6.72%	8.96%	23.13%
CZ	65.19%	19.26%	6.67%	8.89%	34.81%
DE	90.85%	5.88%	1.63%	1.63%	9.15%
EN	67.05%	11.09%	4.49%	17.37%	32.95%
FR	87.62%	8.01%	1.21%	3.16%	12.38%
HU	75.00%	9.62%	7.69%	7.69%	25.00%
PL	78.65%	17.98%	1.12%	2.25%	21.35%
RO	70.13%	11.69%	5.84%	12.34%	29.87%
SI	91.18%	5.88%	0.00%	2.94%	8.82%
SK	75.00%	13.37%	6.98%	4.65%	25.00%
TR	92.45%	1.89%	0.00%	5.66%	7.55%
Grand Total	74.23%	10.48%	4.00%	11.29%	25.77%
TV5	Never	Occasiona lly	Weekly	Daily	Total_read
BG	83.58%	9.70%	4.48%	2.24%	16.42%
CZ	92.59%	5.19%	1.48%	0.74%	7.41%
DE	81.70%	12.09%	4.90%	1.31%	18.30%
EN	80.58%	10.96%	4.17%	4.29%	19.42%
FR	52.18%	17.48%	12.86%	17.48%	47.82%
HU	59.62%	13.46%	9.62%	17.31%	40.38%
PL	78.65%	16.85%	2.25%	2.25%	21.35%
RO	64.94%	15.58%	9.09%	10.39%	35.06%
SI	88.24%	5.88%	2.94%	2.94%	11.76%
SK	86.63%	9.30%	0.58%	3.49%	13.37%
TR	92.45%	3.77%	1.89%	1.89%	7.55%
Grand Total	77.01%	11.80%	5.32%	5.87%	22.99%
CNN	Never	Occasiona lly	Weekly	Daily	Total_read
BG	57.46%	11.19%	16.42%	14.93%	42.54%
CZ	57.78%	31.85%	8.15%	2.22%	42.22%
DE	53.59%	29.08%	8.82%	8.50%	46.41%
EN	50.77%	22.88%	11.09%	15.26%	49.23%
FR	65.29%	14.56%	9.22%	10.92%	34.71%
HU	40.38%	19.23%	13.46%	26.92%	59.62%
PL	56.18%	17.98%	6.74%	19.10%	43.82%
RO	40.26%	16.23%	15.58%	27.92%	59.74%
SI	35.29%	41.18%	2.94%	20.59%	64.71%
SK	48.84%	22.67%	13.95%	14.53%	51.16%
TR	66.04%	3.77%	5.66%	24.53%	33.96%
Grand Total	53.02%	21.61%	10.84%	14.54%	46.98%
Deutsche Welle	Never	Occasiona lly	Weekly	Daily	Total_read
BG	77.61%	14.18%	3.73%	4.48%	22.39%
CZ	92.59%	5.93%	1.48%	0.00%	7.41%
DE	69.28%	20.26%	4.58%	5.88%	30.72%
EN	88.27%	7.69%	1.60%	2.44%	11.73%
FR	93.69%	4.37%	1.46%	0.49%	6.31%

HU	82.69%	9.62%	1.92%	5.77%	17.31%
PL	86.52%	10.11%	3.37%	0.00%	13.48%
RO	85.71%	7.79%	1.95%	4.55%	14.29%
SI	91.18%	2.94%	2.94%	2.94%	8.82%
SK	91.28%	5.23%	2.33%	1.16%	8.72%
TR	94.34%	1.89%	0.00%	3.77%	5.66%
Grand Total	86.88%	8.51%	2.06%	2.55%	13.12%
Radio France International	Never	Occasiona lly	Weekly	Daily	Total_read
BG	79.85%	11.19%	3.73%	5.22%	20.15%
CZ	92.59%	5.19%	1.48%	0.74%	7.41%
DE	93.46%	4.58%	0.65%	1.31%	6.54%
EN	92.37%	5.13%	1.35%	1.15%	7.63%
FR	74.51%	12.86%	4.37%	8.25%	25.49%
HU	92.31%	3.85%	1.92%	1.92%	7.69%
PL	95.51%	2.25%	1.12%	1.12%	4.49%
RO	81.82%	8.44%	4.55%	5.19%	18.18%
SI	97.06%	2.94%	0.00%	0.00%	2.94%
SK	95.35%	2.33%	0.58%	1.74%	4.65%
TR	98.11%	1.89%	0.00%	0.00%	1.89%
Grand Total	89.46%	6.19%	1.87%	2.48%	10.54%
National TV	Never	Occasiona lly	Weekly	Daily	Total_read
BG	27.61%	4.48%	8.21%	59.70%	72.39%
CZ	25.19%	10.37%	12.59%	51.85%	74.81%
DE	31.70%	5.88%	8.17%	54.25%	68.30%
EN	43.85%	7.18%	5.58%	43.40%	56.15%
FR	32.52%	6.31%	8.01%	53.16%	67.48%
HU	32.69%	9.62%	7.69%	50.00%	67.31%
PL	30.34%	13.48%	6.74%	49.44%	69.66%
RO	24.68%	2.60%	7.14%	65.58%	75.32%
SI	14.71%	8.82%	11.76%	64.71%	85.29%
SK	20.35%	11.63%	12.21%	55.81%	79.65%
TR	39.62%	5.66%	0.00%	54.72%	60.38%
Grand Total	36.41%	7.19%	7.06%	49.34%	63.59%
National Radio	Never	Occasiona lly	Weekly	Daily	Total_read
BG	35.82%	20.15%	6.72%	37.31%	64.18%
CZ	31.11%	15.56%	8.15%	45.19%	68.89%
DE	38.56%	9.48%	7.19%	44.77%	61.44%
EN	50.58%	9.10%	5.00%	35.32%	49.42%
FR	39.08%	5.83%	2.43%	52.67%	60.92%
HU	38.46%	17.31%	9.62%	34.62%	61.54%
PL	32.58%	13.48%	0.00%	53.93%	67.42%
RO	34.42%	9.09%	5.84%	50.65%	65.58%
SI	20.59%	20.59%	2.94%	55.88%	79.41%
SK	27.91%	9.88%	7.56%	54.65%	72.09%
TR	62.26%	9.43%	0.00%	28.30%	37.74%
Grand Total	43.47%	9.90%	5.10%	41.53%	56.53%