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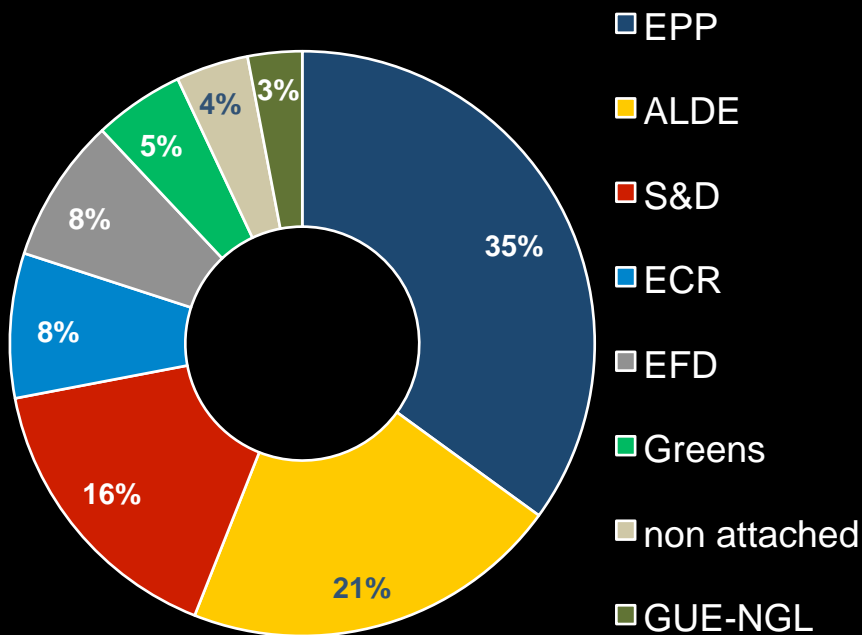
COMMUNICATIONS

New MEPs survey: attitude towards
information and communications tools

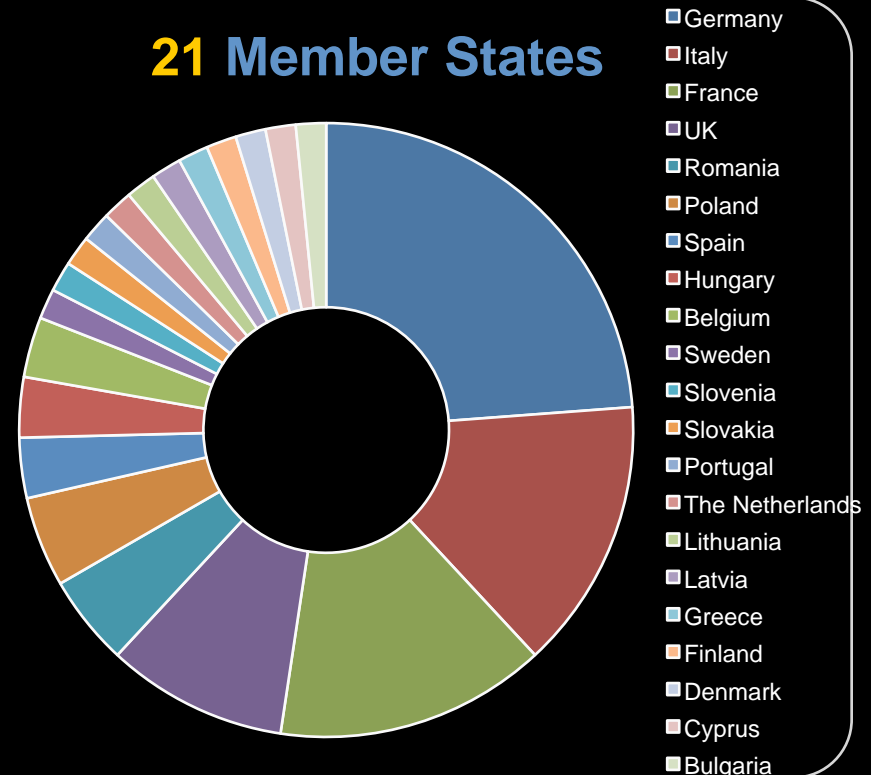
Our methodology

- 63 newly elected MEPs participated in online survey

8 political groups



21 Member States



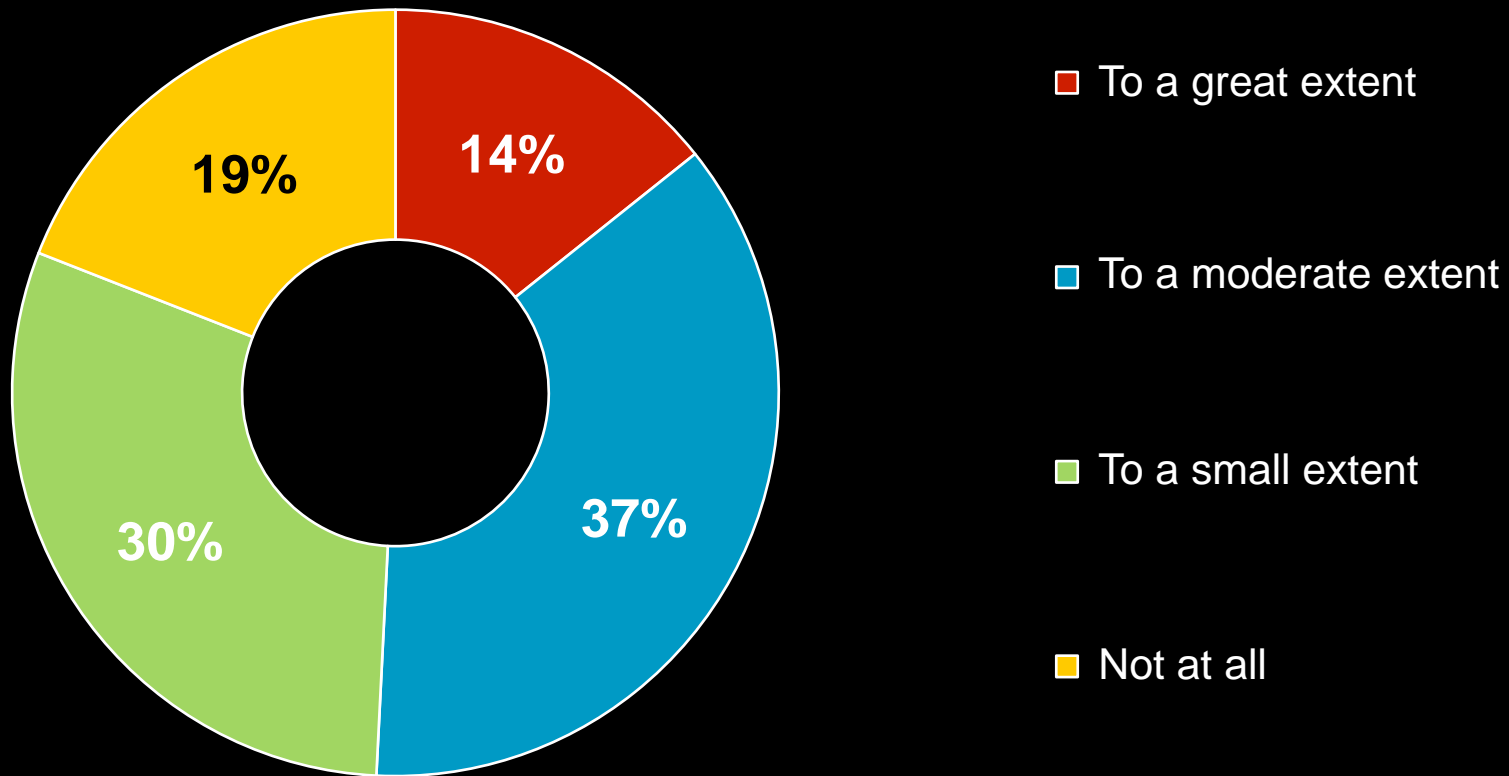


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The results - Influence of social media

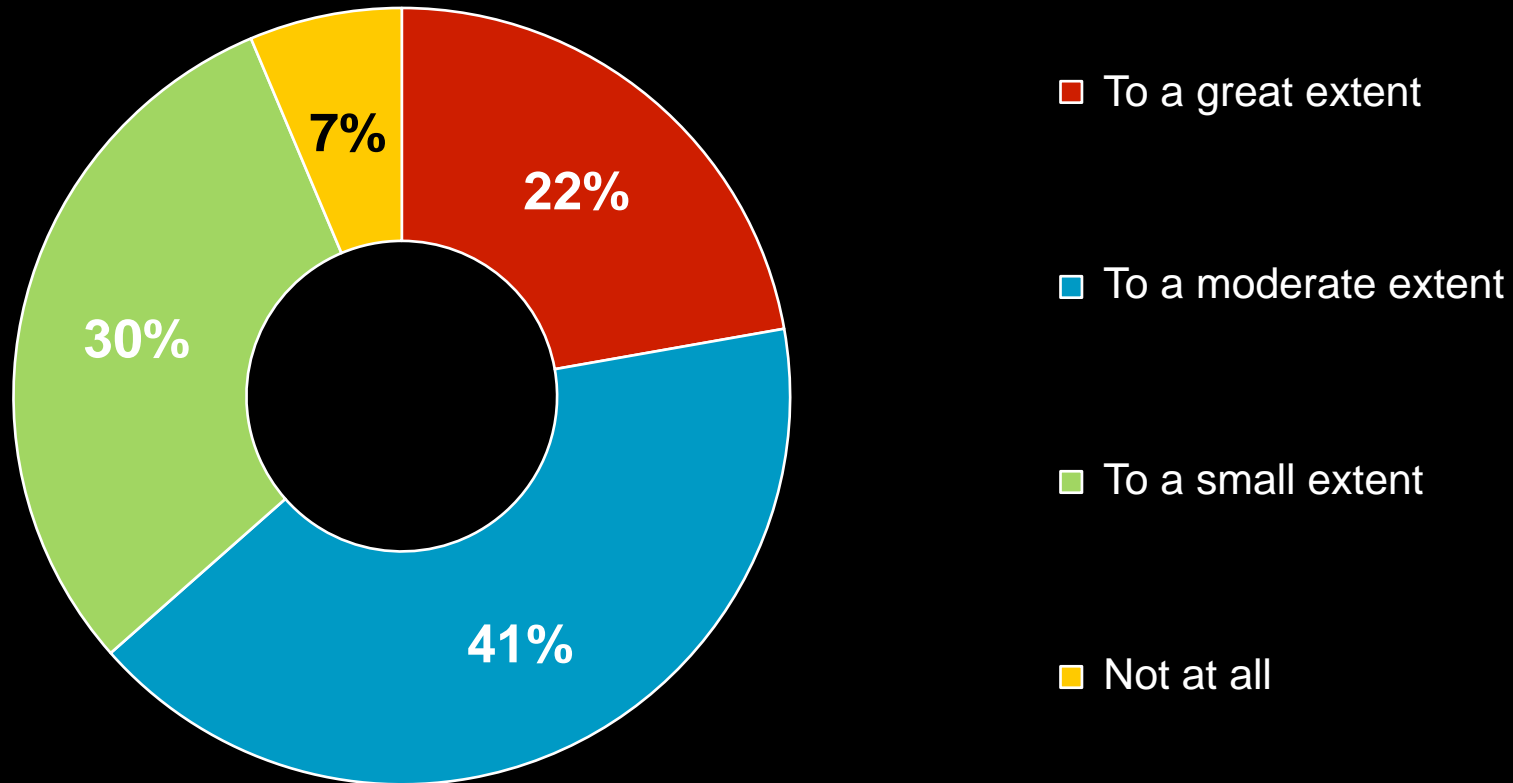
Using social media to engage with policy stakeholders

51% of new MEPs use social media to engage with policy stakeholders to a moderate or great extent



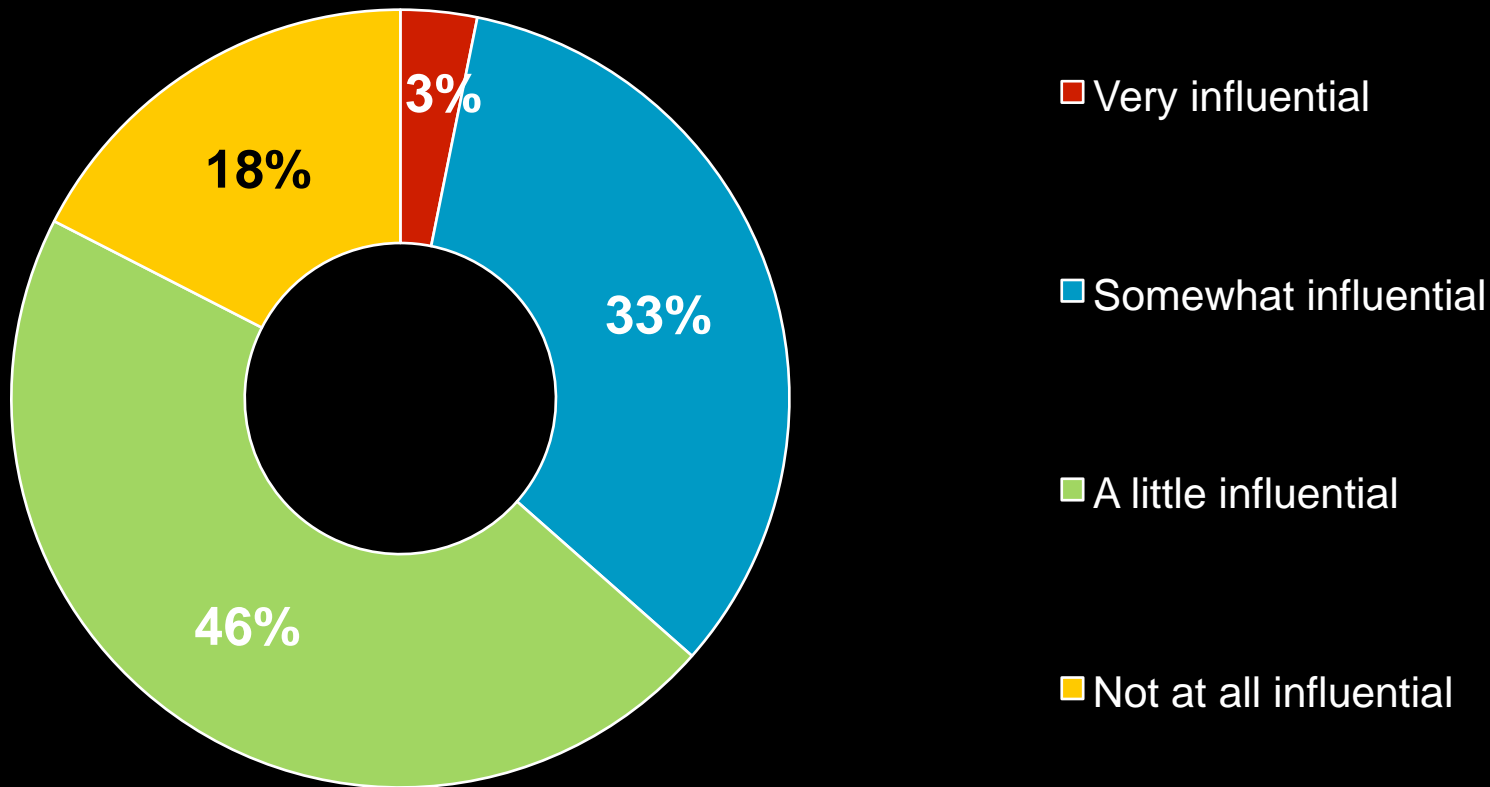
Using social media to engage with constituents

63% of newly elected MEPs use social media when engaging with their **constituents**



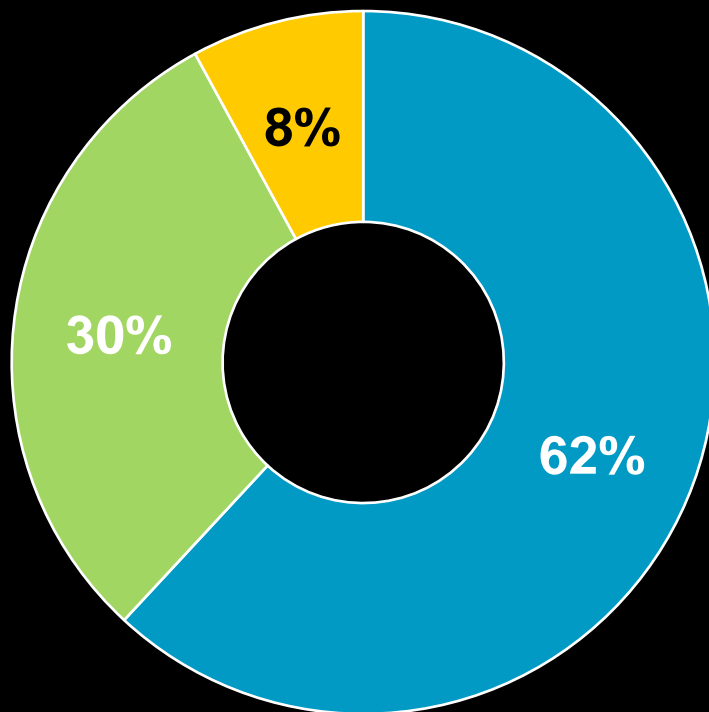
Influence of social media on new MEPs

Social media is either very or somewhat influential for **36%** of new MEPs when forming opinions on policy areas



Trust in social media

The majority of new MEPs (**62%**) do not believe what they read in online forums and social networking sites until they have checked the facts in the mainstream traditional media



- MEPs who check facts before believing online forums and social media
- MEPs who did not have a strong bias
- MEPs who believe online forums and social media without checking the facts

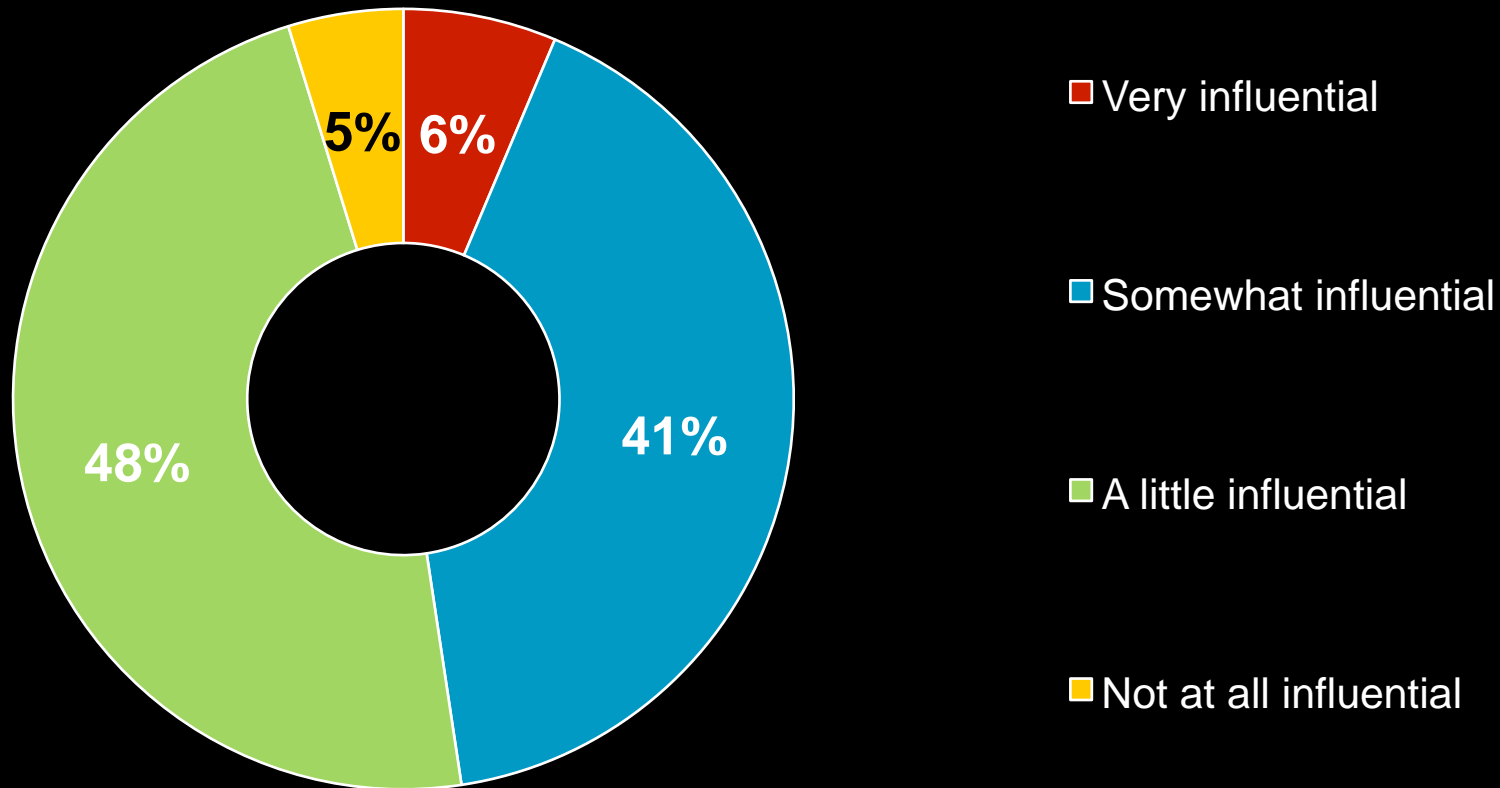


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The results - Influence of other sources

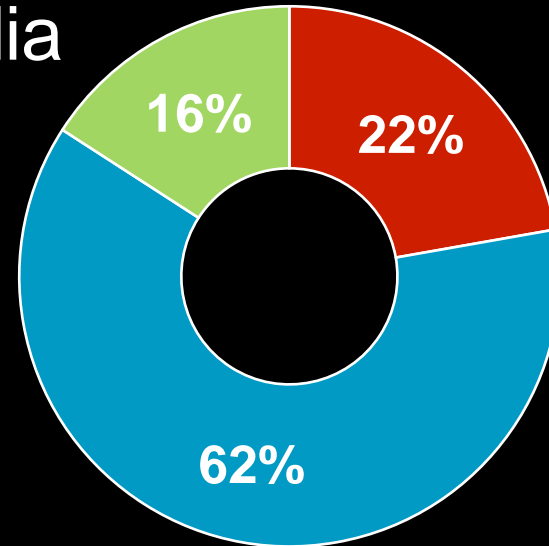
Influence of industry communications

47% of new MEPs said that information from **companies** or **industry associations** was either somewhat or very influential



Influence of traditional media

84% of new MEPs are very or somewhat influenced by national **print media**



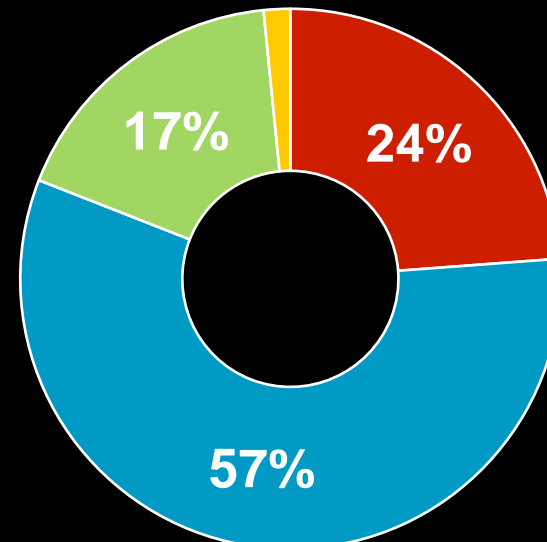
Very influential

Somewhat influential

A little influential

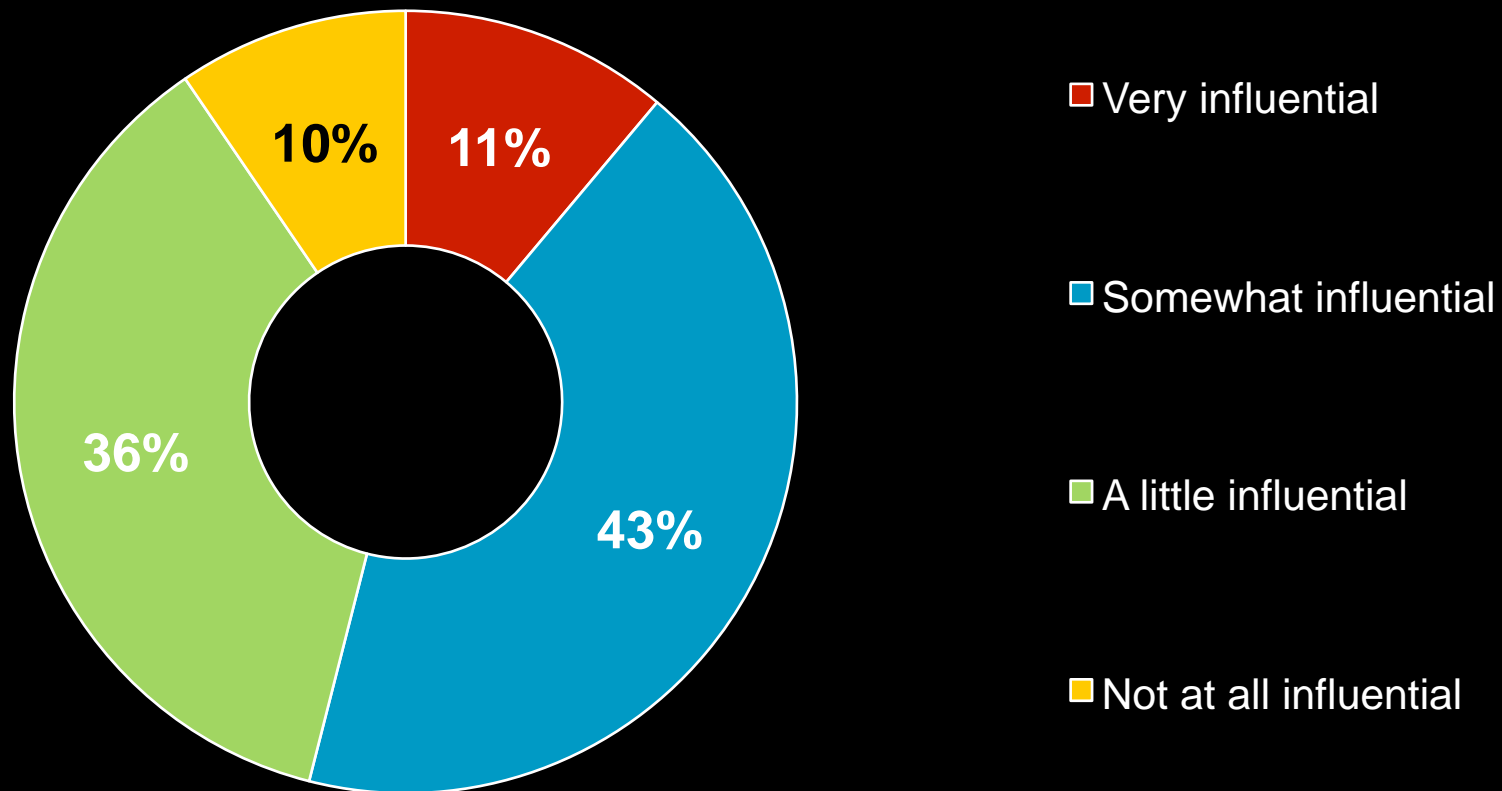
Not at all influential

81% of new MEPs are very or somewhat influenced by **broadcast media**



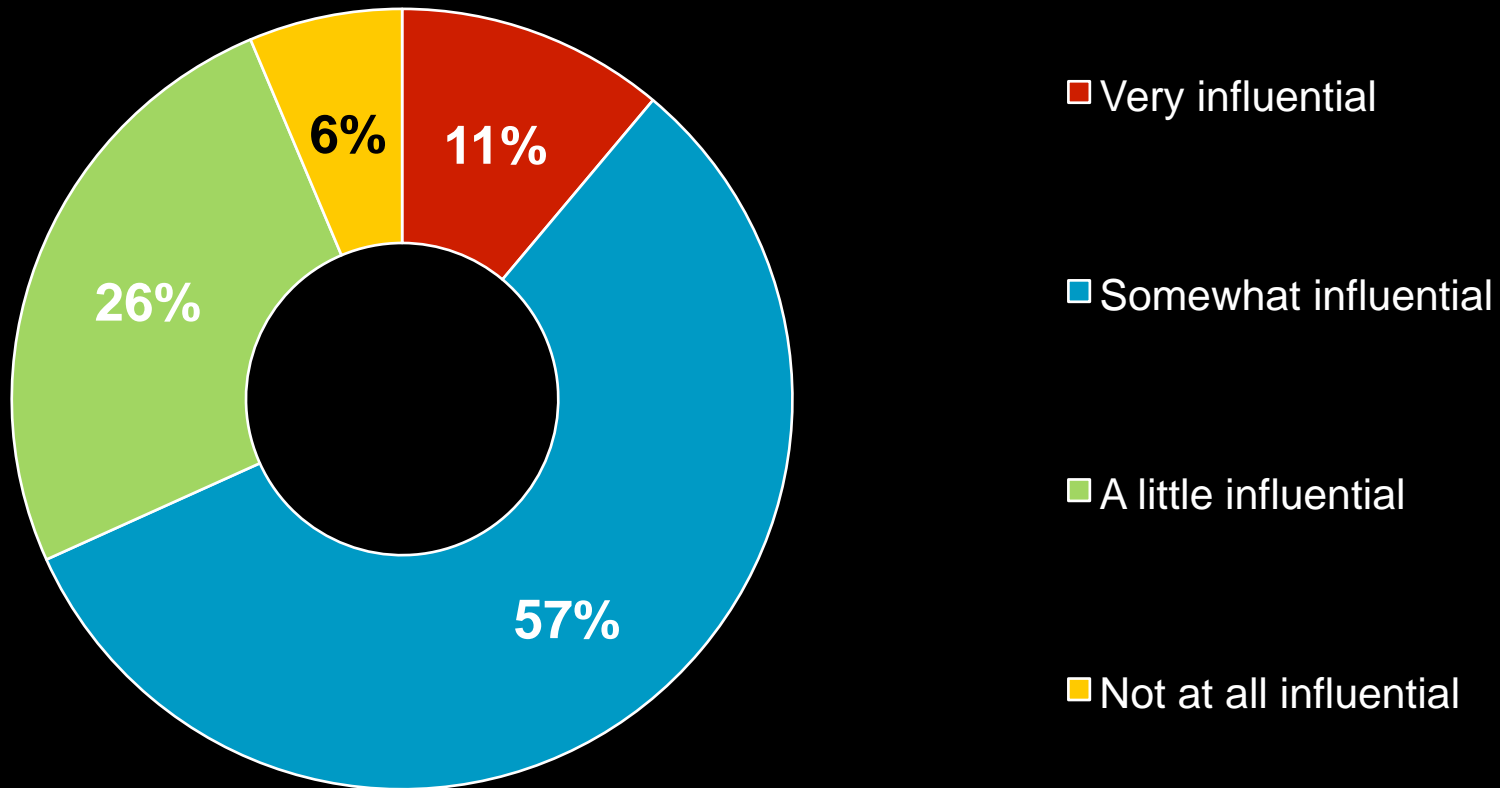
Influence of specialist EU media

Specialised EU media is very or somewhat influential for **54%** of newly elected MEPs



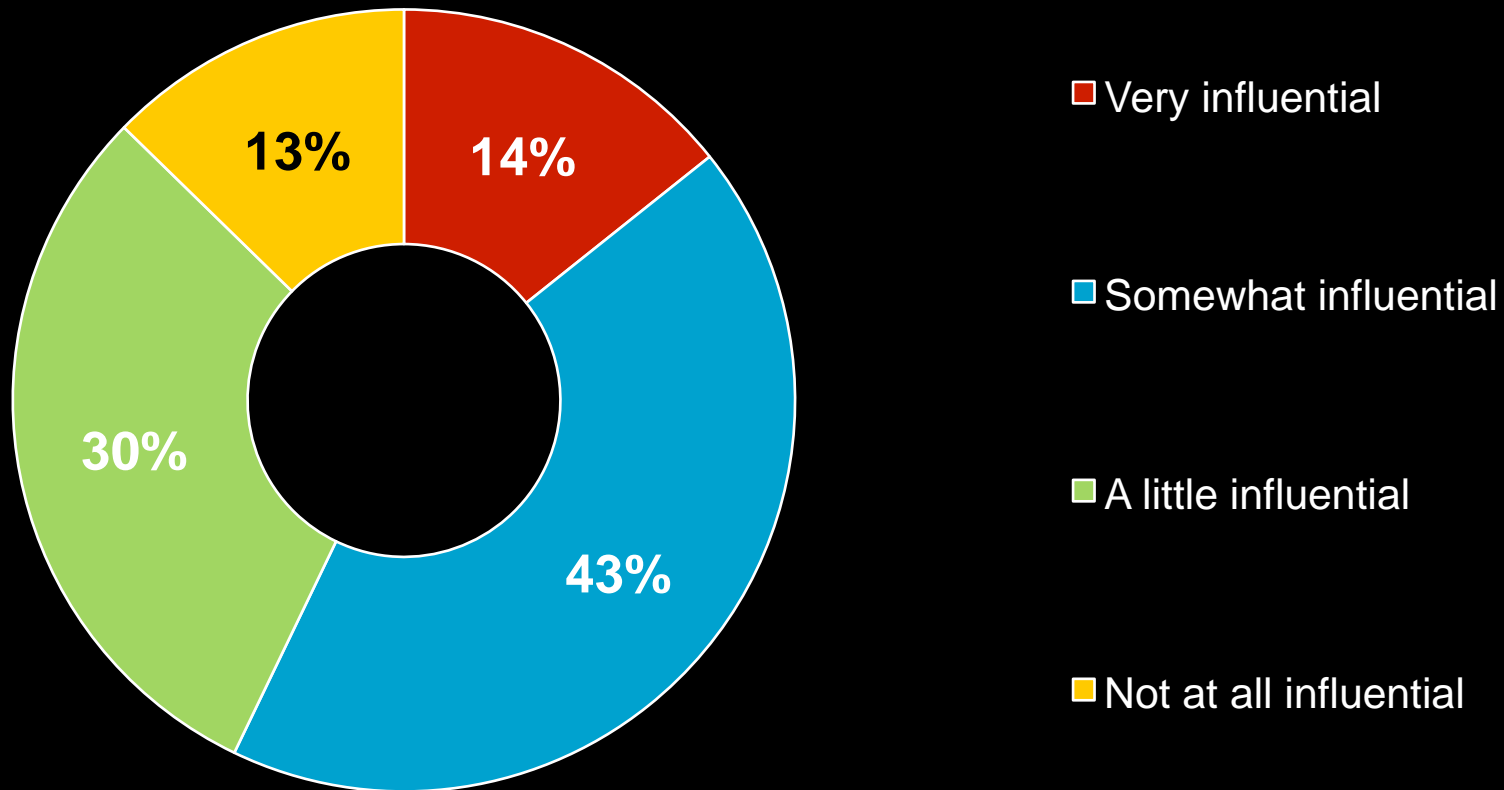
Influence of NGOs

68% of newly elected MEPs find **NGOs** a somewhat or very influential source of information



Influence of Think Tanks

57% of newly elected MEPs find **Think Tanks** a somewhat or very influential source of information

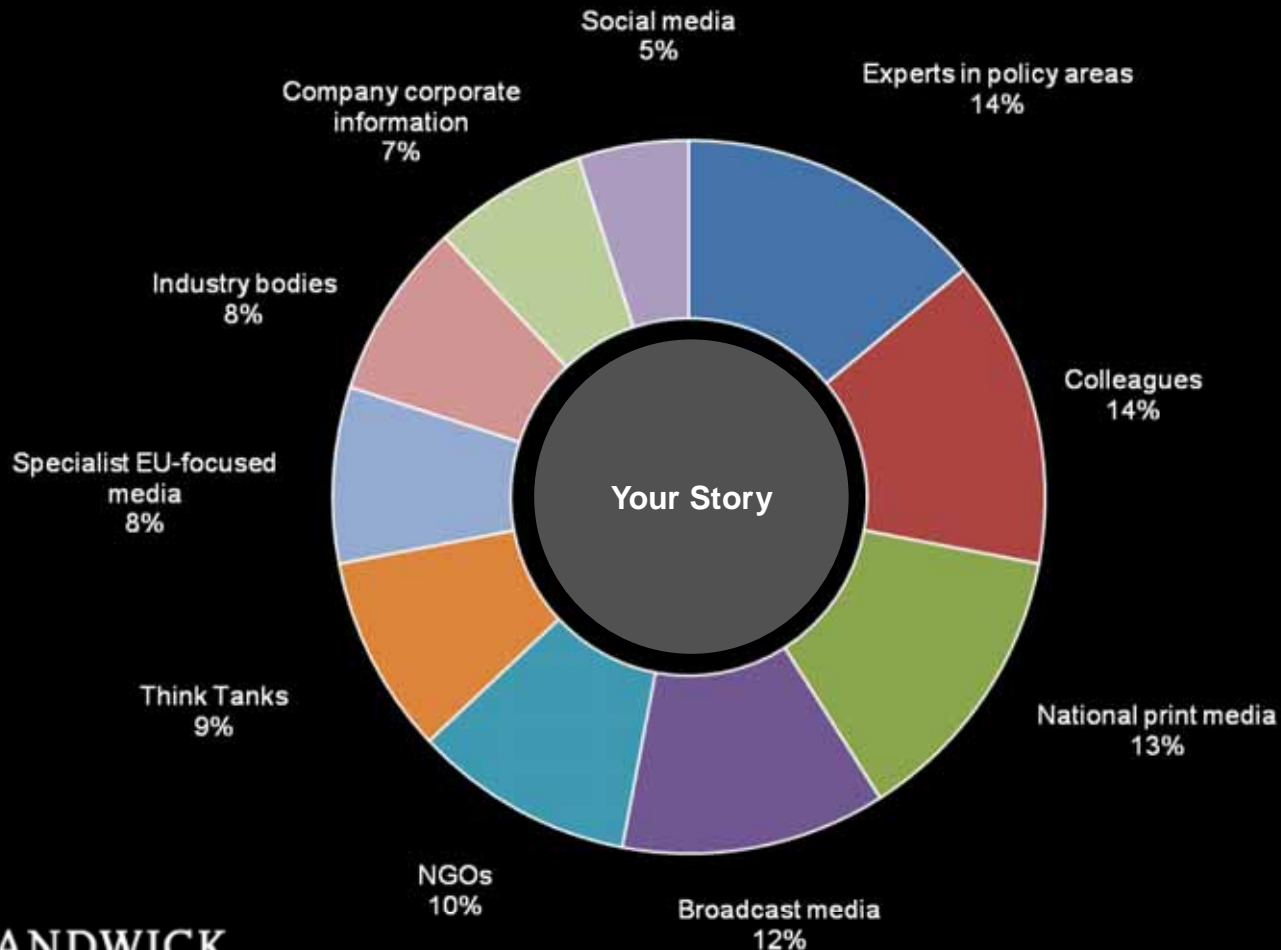




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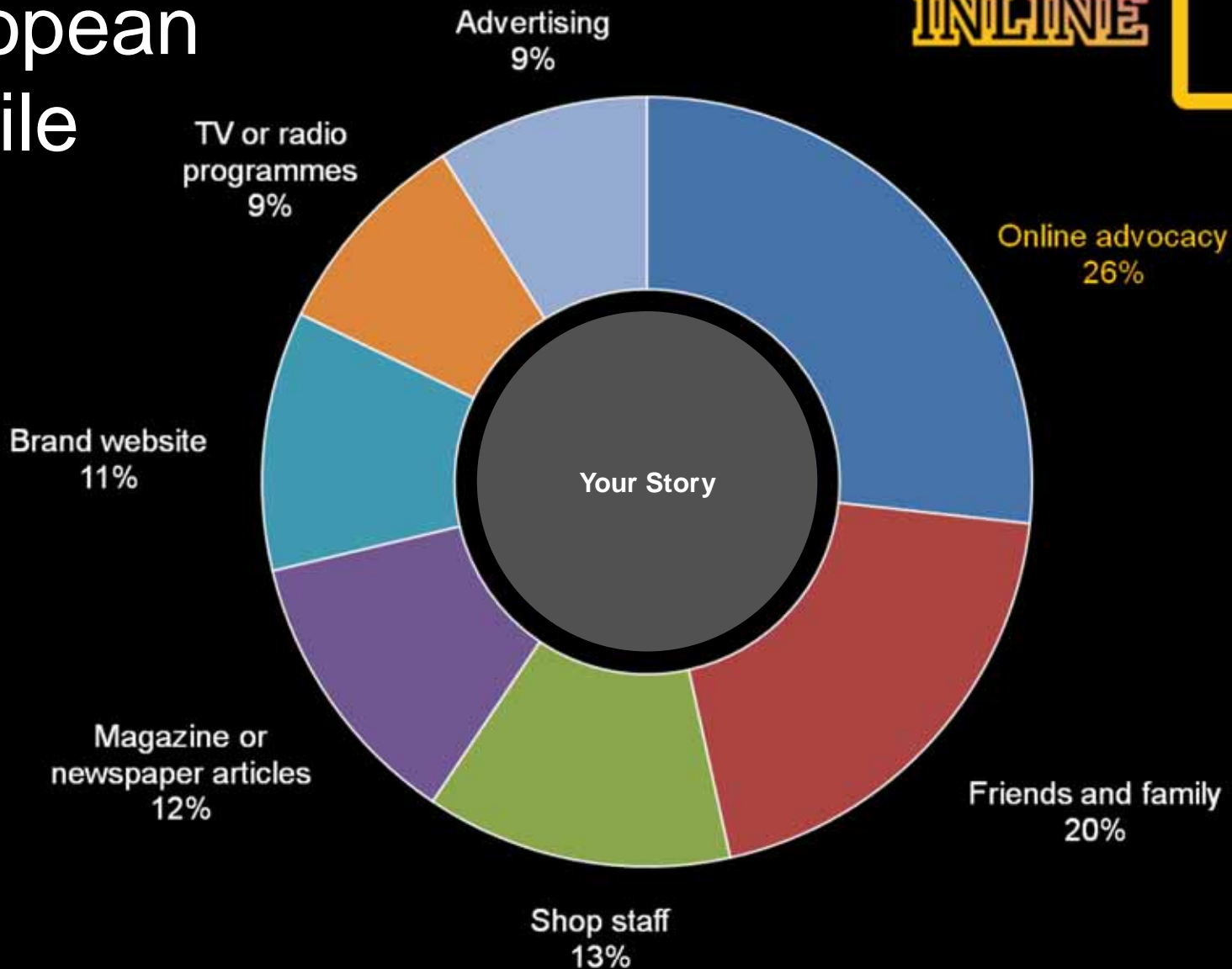
INLINE Profiles

INLINE Profile: New MEPs



European Profile

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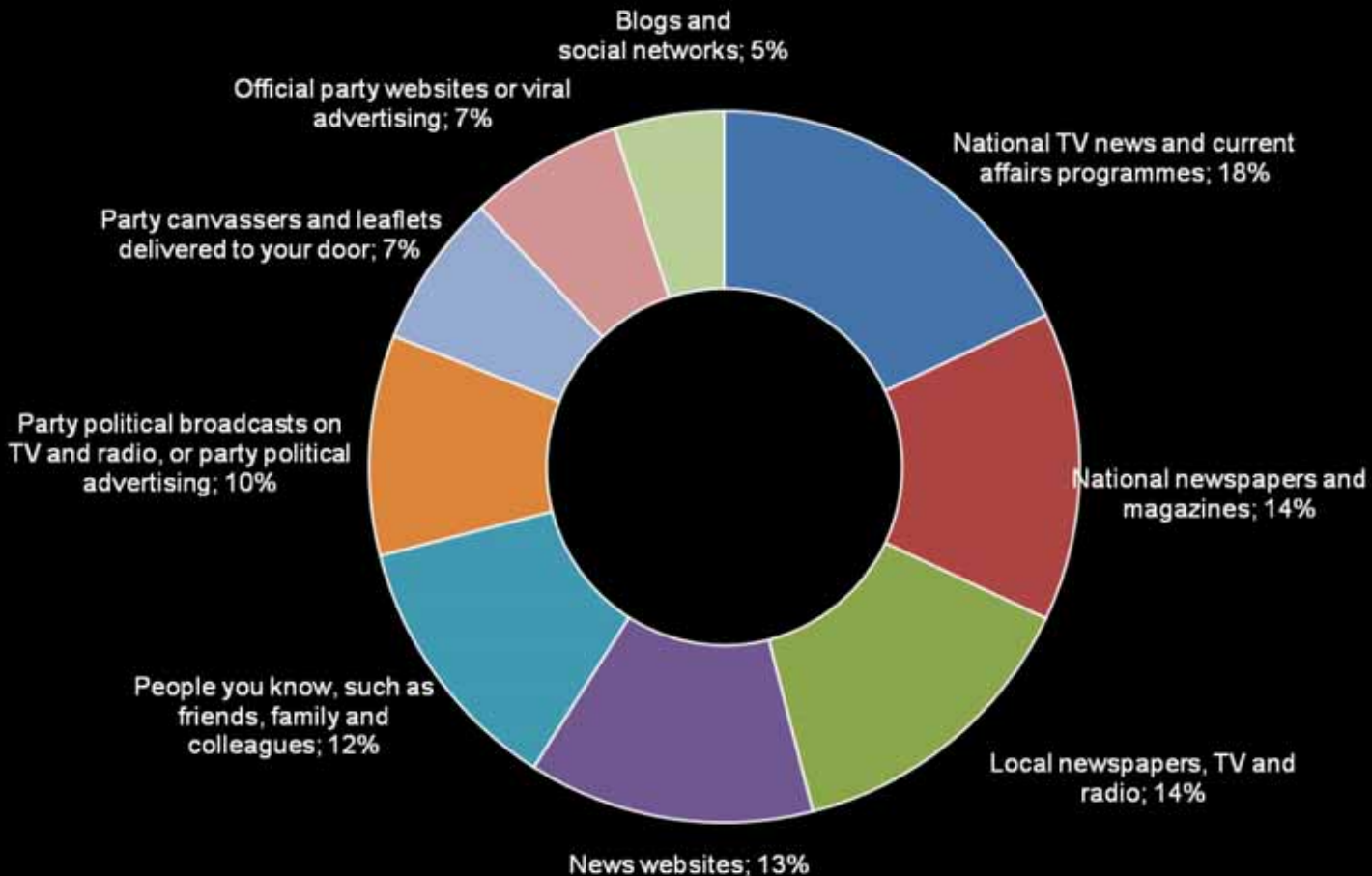


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UK Voters

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Thinking about the upcoming general election, how influential is each of the following sources in helping you make your voting decision?



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Thank You

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