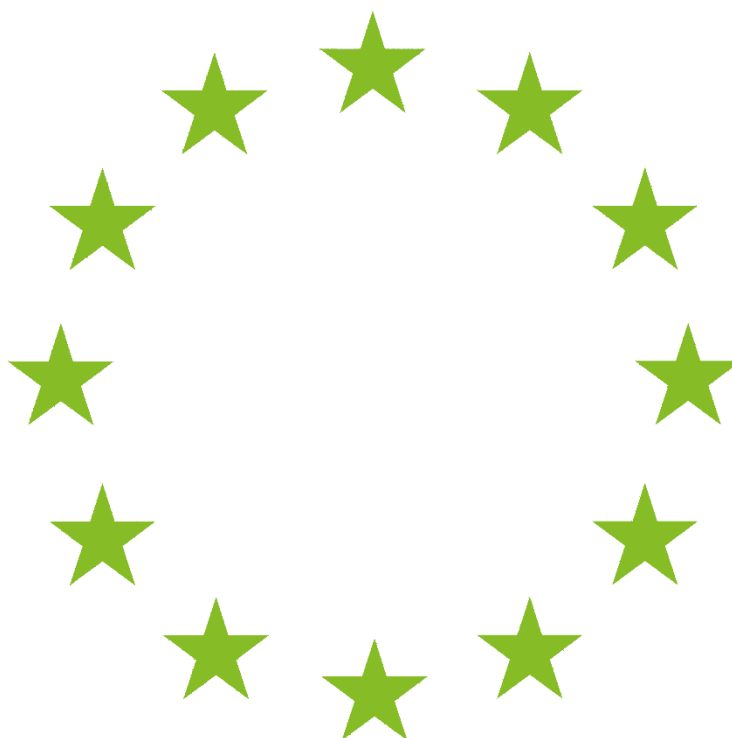


**Synthesis Study of the Corporate
Communication Campaigns**

COMM.A.1/05/2018/Lot 1

Draft Final Report: Annexes I-K



4 September 2019

Contents

Annex I - Focus group report	3
I. 1 Introduction	3
I. 2 Findings	5
<i>I.2.1 #InvestEU website</i>	5
<i>I.2.2 EUProtects website</i>	21
<i>I.2.3 EU&ME website</i>	36
<i>I.2.4 General perceptions</i>	51
Annex J - Polling report	58
J.1 Introduction	58
J.2 #InvestEU	59
J.3 EUProtects	86
J.4 EUandME	112
Annex K - Minutes from meetings with the Steering group	138
K.1 Kick-off meeting	138
K.2 Inception report meeting	142

Annex I - Focus group report

I. 1 Introduction

The study team conducted focus groups with target audiences in six Member States (Bulgaria, Croatia, Germany, Latvia, Poland, Spain) between 27 May and 25 June 2019. The aim of these focus groups was to test the **effectiveness** of aspects of each corporate campaign by gathering participants' opinions and insights about the three campaign websites (investEU, EU&ME, EUProtects).

In each of the six Member States, we invited two groups of EU citizens to participate in semi-structured online discussions that lasted about 90 minutes. Participants were recruited via a brief online recruitment survey aimed at screening for those who reported feeling "neutral" towards the EU (Group 1: "neutrals") and those who reported feeling "rather negative" towards the EU (Group 2: "rather negatives"). Whilst the target groups for the campaigns were actually citizens with a neutral opinion of the EU, in agreement with DG COMM the study team tested the materials with citizens who declared themselves to feel negative about the EU as well as those who felt neutral, to see if there would be any significant differences in reactions to the materials.

The focus group recruitment survey also ensured that there was a gender and age balance among focus group participants (see Table 1), as well as sufficient online literacy to be able to use the focus group platform (Visionslive)¹ and navigate through the campaigns' online materials.

The rationale for conducting the focus groups online rather than face-to-face was threefold:

- it enabled us to have a wider geographical spread of participants within each Member State;
- it allowed participants to share personal insights from the safety of their computer screen, thus potentially enabling a more honest and in-depth discussion;
- the materials discussed during the focus groups were web-based (campaigns' websites).

The focus groups were conducted in the language of the Member State and led by a native speaker with experience in facilitating this type of research. The online focus group platform operated in the form of a chat room, in which participants were able to respond to moderators' questions, view materials, and interact with one another. Moderators led and channeled each of these discussions as they would in real life, by prompting and probing to encourage in-depth reflection. Furthermore, moderators made sure that all participants had a chance to voice their opinions and that views were exchanged between all participants.

I. 1.1 Approach to the online discussions:

Participants were informed at the start of each focus group that the main purpose of the online discussion was to explore their views on three public information websites (without

¹ See: www.visionslive.com

disclosing the organisation responsible for them). They were told that the discussion would last around 90 minutes and were encouraged to explain their opinions in-depth, taking into account that there were no right or wrong answers to any of the questions. Participants were also asked to discuss their responses with each other and informed that this type of interaction was very desirable. Lastly, participants were informed that their identity would not be shared with any third parties, and that their responses would remain anonymous.

The so-called "warm-up" session at the beginning of each focus group included participants introducing themselves to one another via first names, as well as sharing their ages and occupations. Participants were also asked about their levels of interest in current affairs, to which the vast majority in both "neutrals" and "rather negatives" groups voiced general interest, particularly as regards politics, economics, culture and lifestyle topics.

After the introduction and warm-up session, the discussion concentrated on the assessment of the websites, and was divided in four parts:

- Assessment of the #InvestEU campaign website (+/-20 min.);
- Assessment of the EUprotects campaign website (+/-20 min.);
- Assessment of the EU&ME campaign website (+/-20 min.);
- General questions about all three websites, enquiring about the preferences and perceived impact of these websites (+/-20 min.).

The rationale for focusing on the campaigns' websites, i.e. a single form of material, is that:

- the style of the websites is in line with their respective campaigns, so they can be used as a proxy for other materials;
- these were Commission-originated tools, as the choice of design and format of a website were decided by the Commission
- the content of the websites is the same, albeit translated into different languages;
- the focus on one type of materials makes it possible to have an in-depth discussion;
- this is a significant budget item and DG COMM has raised the question of the cost-effectiveness of the approach (see minutes of the Kick-off Meeting).

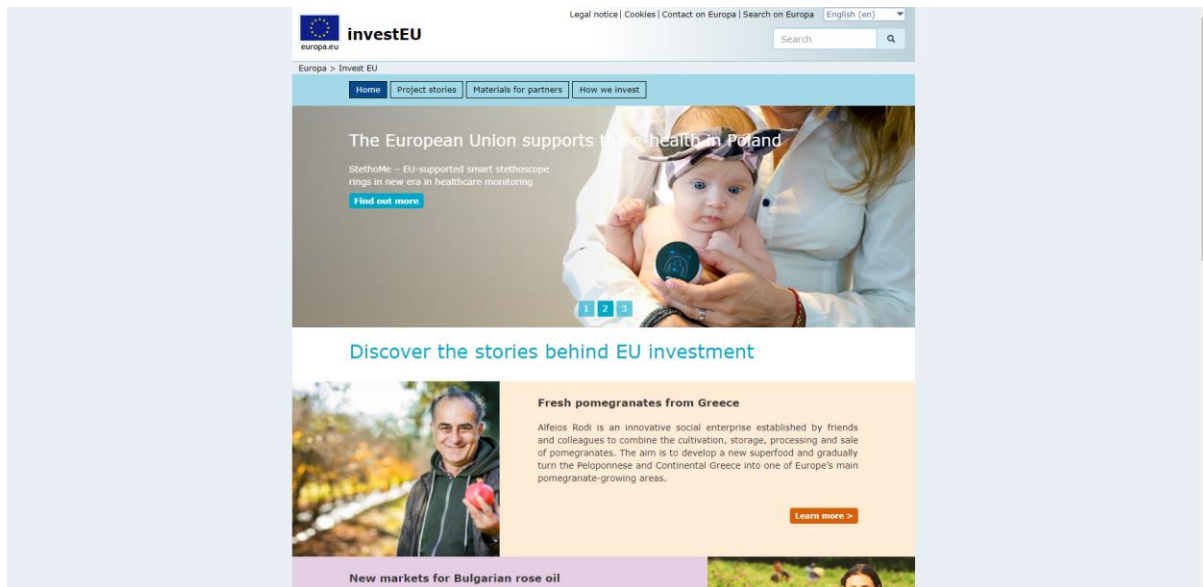
The **analysis** was conducted in five stages:

- analysis of recurrent themes within each focus group
- analysis of recurrent themes between "neutrals" and "rather negatives" groups in each Member State
- analysis of recurrent themes between "neutrals" and "rather negatives" across Member States
- analysis of recurrent themes by gender
- analysis of recurrent themes by age groups

However, the analysis did not reveal enough differences in views and opinions between the different groups to warrant a disaggregated presentation of findings. Where notable differences in findings between groups emerged, they are explicitly highlighted in the text.

I. 2 Findings

I.2.1 #InvestEU website



Participants were provided with a link to the #InvestEU website in their national language (Bulgarian, Croatian, German, Latvian, Polish, Spanish) and asked to click on the link and browse the website for five minutes before returning to the chatroom. No other guidelines were given in order to allow participants to surf the website freely and choose the sections and content that captured their interest the most. If, by any chance, they got back to the chatroom before the five minutes had elapsed, moderators suggested that they return to the website and take their time to explore until the full five minutes had passed.

Once participants returned to the chatroom, they were asked a number of semi-structured questions aimed at assessing their awareness, interest-levels and opinions about the website. The following sub-sections provide an analysis of these answers.

I.2.1.1 Participants' awareness of the website

The first question about the #InvestEU website was whether participants had ever seen anything like it before, and if they had, what that was and where they had found it. Across all Member States and both "neutrals" and "rather negatives" groups, most participants had **never seen the #InvestEU website** or a similar website **before**.

Seven individual participants who noted that they had seen websites that they felt were similar, stated that it reminded them of national or regional government / public institutions' websites in their Member States, or other EU websites that they had visited in the past:

“Maybe like the site of the Ministry of EU integration” – HR participant, neutrals group

“I’ve seen a site like this, specifically about some EU investments in my region” – PL participant, rather negatives group

“Not concretely this website, but I had heard about the Plocan project and gone to the website of the Canary Islands” – ES participant, neutrals group

“I’ve been on a regional government website before, kind of looks like this” – DE participant, rather negatives group

“The EU Helpdesk website is similar” – BG participant, neutrals group

“Like a traditional stock-market website” – PL participant, rather negatives group

I.2.1.2 Who participants identified as the author of the website

Participants were then asked to identify the author of the website (“Who is the author of this website?”), without any prompting from the moderator.

The most commonly **identified** author of the website across all focus groups was either the **EU or the European Commission**, with participants noting the “.eu” domain name or referring to the content of the website / listed contact information. The only group where most participants responded that they “did not know” who the author of the website was, was the “rather negatives” group in Latvia.

When individual participants identified a different entity than the EU as the author of the website, they referred to, for example, “the European Investment Fund” (Latvian participant, neutrals group), “a Bulgarian-Romanian business collaboration” (Bulgarian participant, rather negatives group), or “a marketing department” (Polish participant, neutrals group).

One participant who correctly identified that the EU was the author of the website, voiced doubt about its authenticity because of the low level of likes on the Facebook link:

“I’m just looking at their Facebook page [...] too few likes for the whole of Europe” – DE participant, neutrals group

I.2.1.3 Which parts of the website participants looked at

Participants were then asked about the specific parts of the website that they looked at during the initial five minutes of browsing. This question is interesting to understand what naturally attracted people on the site. When participants were not sufficiently detailed in their responses, moderators prompted with questions about whether or not they had clicked through the stories, if they had looked at the projects in their country, or if they had chosen to stay on the homepage.

The most frequently visited parts of the website were the:
homepage, the projects and project overview;

“How we invest” section,
how to apply for funding.

Participants also highlighted concrete examples of projects that had captured their attention, which tended to be on the homepage, such as “New markets for Bulgarian rose oil” and “Eberlin apiary keeps growing”. Particularly in the “rather negatives” groups, participants stated that they had looked at projects taking place in their Member States.

1.2.1.4 Participants’ perceptions of the site’s look and feel: first impressions

Participants were then asked to share their first impressions of the website and the key words that they would use to describe it. An overview of responses by Member States and participant groups can be found in Table 2.

The most recurrent key words that participants used to describe their first impressions of the look of the website were “**interesting**” and “**informative**”:

“I personally like it, there is a lot of interesting information. It is good to see what projects are taking place and what is being done [...] it is good to understand the European Union, what it is, where it contributes” – BG participant, neutrals group

“It looks to me like a very interesting and entertaining website that we could dedicate hours to exploring. Very interesting, I like it” – ES participant, neutrals group

“This is all very interesting and kind of news to me” – PL participant, rather negatives group

“Very interesting topics, I will save the link to learn more” – DE participant, rather negatives group

Another key word, which participants used to describe their first impressions was “**well-structured**”, which coincided with many participants noting that they found navigating through the different parts of the website **easy** and **intuitive**:

“It seems clear and intuitive to me, it is not very complicated to navigate through it” – ES participant, neutrals group

“It is a well-organised website” – BG participant, rather negatives group

“It follows a clear concept, easy to search, and a lot of information” – DE participant, rather negatives group

However, participants also instantly noted **flaws related to the design of the website**, in that many found that the website looked “**raw**” and “**unfinished**”:

“It just does not look polished, so it gives the impression of still being a work in progress” – PL participant, neutrals group

“It needs to be fully developed” – LV participant, rather negatives group

“Those simple square tab buttons it reminds me of the beginning of the internet” – PL participant, rather negatives group

Most participants in all Member States also reported that the website **switched between different languages** when navigating between pages or even within certain articles:

“I’d be more interested [in the website] if the language did not switch constantly, it is exhausting [...] the article will start in German, and then the next paragraph is in French or English” – DE participant, neutrals group

“I reviewed the four categories in the menu, and I noticed that when visiting some of them, the language of the whole site changed to English” – BG participant, rather negatives group

Finally, some participants also remarked on **difficulties reading some of the text** on the homepage, due to white text being presented on a light background:

“In some places there is white text on a light background, which is unpleasant to the visitor” – BG participant, rather negatives group

“It’s not very appealing, for example, on the homepage there is white text on a white background” – PL participant, neutrals group

“I find the white text on the images difficult to read” – DE participant, neutrals group

Compared to the other four Member States, participants in both “neutrals” and “rather negatives” groups in **Poland and Latvia tended to be especially critical of the website’s look**, with hardly any positive feedback regarding their first impressions.

Table 1: Overview of participants' first impressions of the look of the #InvestEU website

"What are your first impressions?"					
Key words from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • interesting • well-structured • informative • practical • inconsistencies in language • design issues (white text on white background) 	<ul style="list-style-type: none"> • positive • nothing new • beautiful 	<ul style="list-style-type: none"> • interesting • well-structured • inconsistencies in languages • practical • did not understand what the website is about • design issues (white text on white background) 	<ul style="list-style-type: none"> • primitive • outdated • basic • did not understand what the website is about • lack of structure • too much information 	<ul style="list-style-type: none"> • unfinished • outdated • did not understand what website was about • inconsistencies in language • design issues (white text on white background) 	<ul style="list-style-type: none"> • interesting • informative • novel • entertaining
"What are your first impressions?"					
Key words from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • interesting • well-structured • informative • practical • "minimum effort" • inconsistencies in language 	<ul style="list-style-type: none"> • interesting • useful • modern ("like from the 21st century"), but "artificial-looking" • informative • "political propaganda" 	<ul style="list-style-type: none"> • well-structured • interesting • inconsistencies in languages • easy to navigate • informative 	<ul style="list-style-type: none"> • inconsistencies in languages • unfinished • simple 	<ul style="list-style-type: none"> • cold colour scheme • doesn't draw my attention • "somewhat megalomaniac" • simplistic • informative • multifaceted • not interactive enough • practical • not very attractive 	<ul style="list-style-type: none"> • visually appealing • interesting • inconsistencies in languages • detailed • simple • easy to navigate

I.2.1.5 What participants particularly liked about the website

After sharing key words to describe their first impressions about the look of the website, participants were asked to state which aspects of the website they particularly liked. In some focus groups, participants shared their “likes” of the website in-depth when answering the previous question, so this question was skipped. An overview of participants’ views by “neutrals” and “rather negatives” groups and by Member States can be found in Table 3.

On the **design** of the website, in addition to repeating their first impressions mentioned above (such as finding the website well-structured and easy to navigate), participants mentioned in several focus groups that they liked the **option to filter projects by country**.

Other aspects that participants particularly liked about the website referred to its **content**. Participants emphasised that they appreciated the **amount of information** provided and the **variety of projects** presented:

“There is a great amount of useful information” – BG participant, rather negatives group

“There is a lot of information on projects in all of the EU. Very interesting and easy to read – it would be necessary to take some time to really go through it in depth” – ES participant, neutrals group

Participants also mentioned that they liked the **project descriptions** and their **level of detail**:

“I like that each project is explained in a very detailed way to better understand what it is about” – ES participant, rather negatives group

“It is nice to see a ‘face’ of success, the project, its history” – PL participant, neutrals group

“I like the stories behind the projects, if they are true” – DE participant, neutrals group

“It is both educational and inspirational” – HR participant, rather negatives group

Moreover, participant also liked the way that the content was presented and found it **appropriately short, clear and easy to read**, as well as **well-integrated with other relevant EU sources**:

“It conveys a clear and specific message” – DE participant, rather negatives group

“All EU-related information is collected in one place, and not on sites of different institutions” – BG participant, rather negatives group

“The articles are pleasant and easy to read, I think I will visit it again in my spare time” – PL participant, neutrals group

“The content on the homepage might not look very attractive, but it is well synthesised” – PL participant, rather negatives group

Table 2: Overview of aspects that the participants “liked” about the website

“Is there anything you particularly like about the website?”					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • option to filter by country • variety of examples • “everything” • variety of projects in different areas • interesting articles 	<i>question not asked</i>	<ul style="list-style-type: none"> • size of images • stories behind the projects • option to filter by country • ease of navigation 	<i>question not asked</i>	<ul style="list-style-type: none"> • detailed project descriptions • new information • good marketing • interesting project overview • readable • pleasant • minimalist 	<ul style="list-style-type: none"> • easy to use and clear • intuitive navigation • information presented
“Is there anything you particularly like about the website?”					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • great amount of useful information • ease of navigation • references to other useful websites • information presented in one place 	<ul style="list-style-type: none"> • easy to navigate • well-structured • informative • important content 	<ul style="list-style-type: none"> • clear and specific message • clear linking between sites • clear project overview • information easy to find 	<ul style="list-style-type: none"> • option to filter by country • project descriptions 	<ul style="list-style-type: none"> • short and interesting content • online consultations tab • positive message (“investing in people”) 	<ul style="list-style-type: none"> • detailed project descriptions • simplicity in presentation of content • new information

I.2.1.6 What participants particularly disliked about the website

Participants were also asked about what they particularly disliked about the website. An overview of their views by “neutrals” and “rather negatives” groups and by Member States can be found in Table 4.

In terms of **design**, many participants repeated their first impression that they did not like that **languages switched** from their national language into English or other languages when navigating through the website or reading articles. Many participants also noted **that not all content on the website was available in their national languages**:

“The main tabs at the top are in English, apart from the project overview. This can be a deterrent for people who don’t know the language, or don’t use the internet very often and won’t notice the option to change the language of the website” – PL participant, neutrals group

“The welcome video should be in Spanish, not in English” – ES participant, neutrals group

“As you access the page, sounds go off in English” – HR participant, rather negatives group

In the Latvian focus groups, participants noted that not only did languages switch while browsing the website, but that **translations into Latvian were of a poor quality** and that there was **less content available in Latvian**.

The **video** on the homepage also raised a number of criticisms. Apart from some participants noting that it was not translated into their native language, Croatian and Spanish participants also disliked the video’s sound which played automatically once they entered the website, and kept playing on a loop:

“The sound just goes off without the video people clicked” – HR participant, rather negatives group

“The audio repeats itself non-stop on the homepage, it gives me a headache, better remove it” – ES participant, rather negatives group

“The video is irritating” – HR participant, neutrals group

Other than these views, participants very much repeated their first impressions on the design of the website and stated that they, broadly, disliked the “look” of it.

In terms of the **content** of the website, in three focus groups the view was shared that participants disliked that it was **not immediately clear** to them **what the website was about**:

“What is the concrete goal of this website?” – DE participant, neutrals group

“I did not like the homepage, which does not give a clear summary of the function of the website” – BG participant, neutrals group

“On the homepage there is no general information that tells you what the actual topic of the website is, and what it aims to achieve” – PL participant, neutrals group

Compared with other Member States, **Polish participants in both groups were highly critical about the messages** that they perceived the EU was trying to convey via this website. Polish participants felt that the website contained too many slogans, “too much PR”, and reminded them very much of “propaganda”:

“The content of the homepage looks too much like the work of a copywriter – too enthusiastic, too many advertisement slogans. It kind of makes you feel that it is dishonest and an attempt to manipulate you. I think it would have been more interesting to do a story about a beekeeper in Latvia and other entrepreneurs including all ‘highlights and downfalls’, and not just hurrah-optimistic statements” – PL participant, neutrals group

“There’s too much PR, and that’s always suspicious [...] it’s a propaganda of success” – PL participant, neutrals group

“It [the website] is almost megalomaniac” – PL participant, rather negatives group

“It aims to help people in a rich country (Belgium) get richer” – PL participant, rather negatives group

However, these views were not shared in focus groups in the other Member States, with the exception of one individual in the Croatian “rather negatives” group, who also referred to the website as “propaganda”.

Finally, in both Spanish focus groups, participants remarked that it was **difficult to find information on the website on how to actually apply for EU funding**.

Table 3: Overview of aspects that participants “did not like” about the website

“Is there anything that you particularly dislike about the website?”					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> switching of languages homepage doesn't present what the website is about design of the website 	<ul style="list-style-type: none"> video on the homepage amount of information provided (too much) 	<ul style="list-style-type: none"> switching of languages unclear what the aim of the website is 	<ul style="list-style-type: none"> switching of languages design not all content available in Latvian 	<ul style="list-style-type: none"> layout switching of languages homepage doesn't present what the website is about “propaganda”, PR – feel of the website 	<ul style="list-style-type: none"> difficult to find information on how to apply for funding video only in English
“Is there anything you particularly dislike about the website?”					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> switching of languages design of the website structure 	<ul style="list-style-type: none"> design video on the homepage website not entirely in Croatian “propaganda” 	<p><i>participants did not report any dislikes</i></p>	<ul style="list-style-type: none"> switching of languages design poor translations structure search bar doesn't work 	<ul style="list-style-type: none"> visuals suspicious messages (megalomaniac) website not entirely in Polish 	<ul style="list-style-type: none"> video on the homepage switching of languages navigation design difficult to find information on how to apply for funding

I.2.1.7 What participants thought the website is about

After discussing their first impressions, “likes” and “dislikes” of the website, participants were asked what they thought the website was about. An overview of their responses by “neutrals” and “rather negatives” groups and by Member States can be found in Table 5.

Participants in all focus groups identified the website as a space for the EU to **inform about EU investment programmes and how to obtain EU funding and support**:

“It shows opportunities for entrepreneurs – giving those who have a good idea the opportunity to finance it” – ES participant, rather negatives group

“It aims to convey information about work and projects for which one can obtain funding from the EU” – HR participant, rather negatives group

“It’s about what projects the EU is planning to do in the future, with whom and how it will finance them” – DE participant, neutrals group

Many participants also remarked that the website appeared to be an “**advertisement**” of the EU, the projects, as well as the charities and companies that were receiving EU funding:

“It is an advertisement of the EU and the charities and companies listed in the project overview” – DE participant, neutrals group

“It is an advertisement of projects funded by the EU” – BG participant, neutrals group

Finally, in most focus groups, participants noted that apart from showcasing EU funding opportunities, the website was also about **highlighting benefits of the EU for EU citizens**:

“It shows projects that are being done to improve the world” – ES participant, rather negatives group

“It aims to show its citizens that they have more benefits than damages from the EU” – HR participant, rather negatives group

“It shows what the EU is doing in all areas (environment, human rights, growth)” – DE participant, rather negatives group

Table 4: Overview of participants' views on what the website is about

"What do you think that the website is about?"					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • advertisement of projects funded by the EU • investment programmes • innovation • start-ups • local projects funded by the EU 	<ul style="list-style-type: none"> • EU grants for different projects • EU citizens' rights to EU finances • how to obtain EU funding 	<ul style="list-style-type: none"> • advertisement for the EU and charities and companies listed in the project overview • educational programmes • investment programmes • European elections 	<ul style="list-style-type: none"> • advertisement of the EU • EU's role in the companies listed in the project overview • EU investment programmes and funding 	<ul style="list-style-type: none"> • EU funded projects • the success of EU funded projects • EU investments • example projects supported by the EU • how to obtain EU funding • why it is worth getting EU funding 	<ul style="list-style-type: none"> • Subsidies for new projects for companies in the EU
"What do you think that the website is about?"					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • educational programmes • investment programmes 	<ul style="list-style-type: none"> • general information about the EU • information about EU projects • how to obtain EU funding • showing that EU provides more benefits than damages to citizens 	<ul style="list-style-type: none"> • services and activities provided by the EC • what projects the EU is planning to fund in the future • projects that the EU is funding for social inclusion • what the EU is planning to implement in different areas (environment, human rights, growth) 	<ul style="list-style-type: none"> • projects funded by the EU • EU investment programmes and funding 	<ul style="list-style-type: none"> • different EU investments • European Union • EU funding opportunities • encouraging investment in the EU 	<ul style="list-style-type: none"> • projects and research developed by the EC • opportunities for entrepreneurs • showcasing projects that improve the world

I.2.1.8 Participants' interest in the website, views about its usefulness and who they thought the website is for

Participants were then asked about their interest levels in the content of the website and how useful they thought it was. An overview of their responses by "neutrals" and "rather negatives" groups and by Member States can be found in Table 6.

In most focus groups, the majority view was that the content of the website was **at least in part "interesting" and "useful"**. These views were driven by the fact that participants **liked learning new information** about the different areas that the EU was working and investing in (also in their respective Member States):

"It is interesting to know these opportunities exist for everyone even if they are not thinking about investing – it could be interesting for my work to inform partners / clients" – ES participant, rather negatives group

"Like the other person said, I was interested in what is happening in Poland, also because it was more in the form of news-style information, and I have not heard about these projects before" – PL participant, neutrals group

"I think that it is [interesting and useful], because these things kind of concern us all" – DE participant, rather negatives group

When participants voiced less interest in the website and considered it less "useful", they mostly linked their arguments to the perception that the **website was not targeted at them** or that they **did not see any benefit for them personally** to know this information:

"Personally, I am neither interested nor do I have any benefit from the content of the page, however, I do think that many people would" – HR participant, rather negatives group

"Very interesting for companies with ideas, I wouldn't feel targeted" –ES participant, rather negatives group

"It is useful for those people who are explicitly focussed on that sort of stuff and want to learn more about it, but as an ordinary citizen, I don't think that it is a page you can get engrossed in" – DE participant, neutrals group

The two focus groups where the majority view was that the website was less interesting and less useful for participants were the **German and Latvian "neutrals" groups**.

Views on the usefulness of the website were strongly informed by the next question that participants were asked, namely **who they thought the website was for**. In focus groups, the majority view was the website is overall "interesting" and "useful", participants tended to respond that they thought the website was for **"everyone"** or **"every EU citizen"**.

By contrast, in focus groups were the majority view was that the website was less interesting and less “useful”, participants were more precise in who they thought it was aimed at, and specified “**entrepreneurs**”, “**small companies**”, “**public institutions**”, “**only those looking for EU funding**”.

Table 5: Overview of participants' interest levels, perceptions of usefulness, and who the website is for

"Do the topics on the website interest you? Do you find it useful? Who is this website for?"					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • great interest • useful • a lot of new information • targeted at every citizen in the EU 	<ul style="list-style-type: none"> • some interest • some new information • targeted at everybody, everyone interested in EU funding 	<ul style="list-style-type: none"> • no interest • not useful • targeted at entrepreneurs, companies, public institutions 	<ul style="list-style-type: none"> • no interest • not useful • no personal benefit from this information • targeted at entrepreneurs, companies, those interested in doing this type of projects 	<ul style="list-style-type: none"> • some interest • useful • targeted at everybody 	<ul style="list-style-type: none"> • great interest • useful • a lot of new information • targeted at everybody / every EU citizen
"Do the topics on the website interest you? Do you find it useful? Who is this website for?"					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • great interest • useful • covers wide range of topics • a lot of new information • targeted at every citizen in the EU, those interested in EU funding, current and future entrepreneurs 	<ul style="list-style-type: none"> • interested • useful • a lot of new information • targeted at everybody 	<ul style="list-style-type: none"> • great interest • useful • covers wide range of topics • a lot of new information • targeted at everybody 	<ul style="list-style-type: none"> • some interest • not useful • targeted at everybody 	<ul style="list-style-type: none"> • some interest • useful • a lot of new information • targeted at everybody 	<ul style="list-style-type: none"> • great interest • useful • a lot of new information • targeted at everybody

I.2.1.9 Whether participants thought their friends and family would need this information

Participants were then asked if they thought that their friends and family would need the information provided on the website. **Trends in responses were strongly linked to previous views about levels of interest, the “usefulness” of the website, and who participants thought the website was for.**

In focus groups were most participants thought that the website was “interesting” and “useful”, as well as aimed at “everybody” or “EU citizens”, participants noted that their friends and family would need this information:

“Of course, they need it, like every European” – PL participant, rather negatives group

“Very much so, I can already tell you that they are not aware of any of this” – ES participant, neutrals group

“There are definitely a lot of people in my environment who could need more political education” – DE participant, rather negatives group

However, in focus groups were most participants stated that the website was less interesting and “useful” to them, and that it was aimed at very specific groups of people, responses tended to be that they did not think that their friends or family would need this information:

“Only friends who are running their own business or have some idea about a project, definitely” – LV participant, neutrals group

“Honestly, an ordinary citizen doesn’t need this” – DE participant, neutrals group

I.2.1.10 Whether participants realised that the EU supported this type of activity

To close the assessment of the #InvestEU website, participants were asked whether they realised that the EU supports this type of activity.

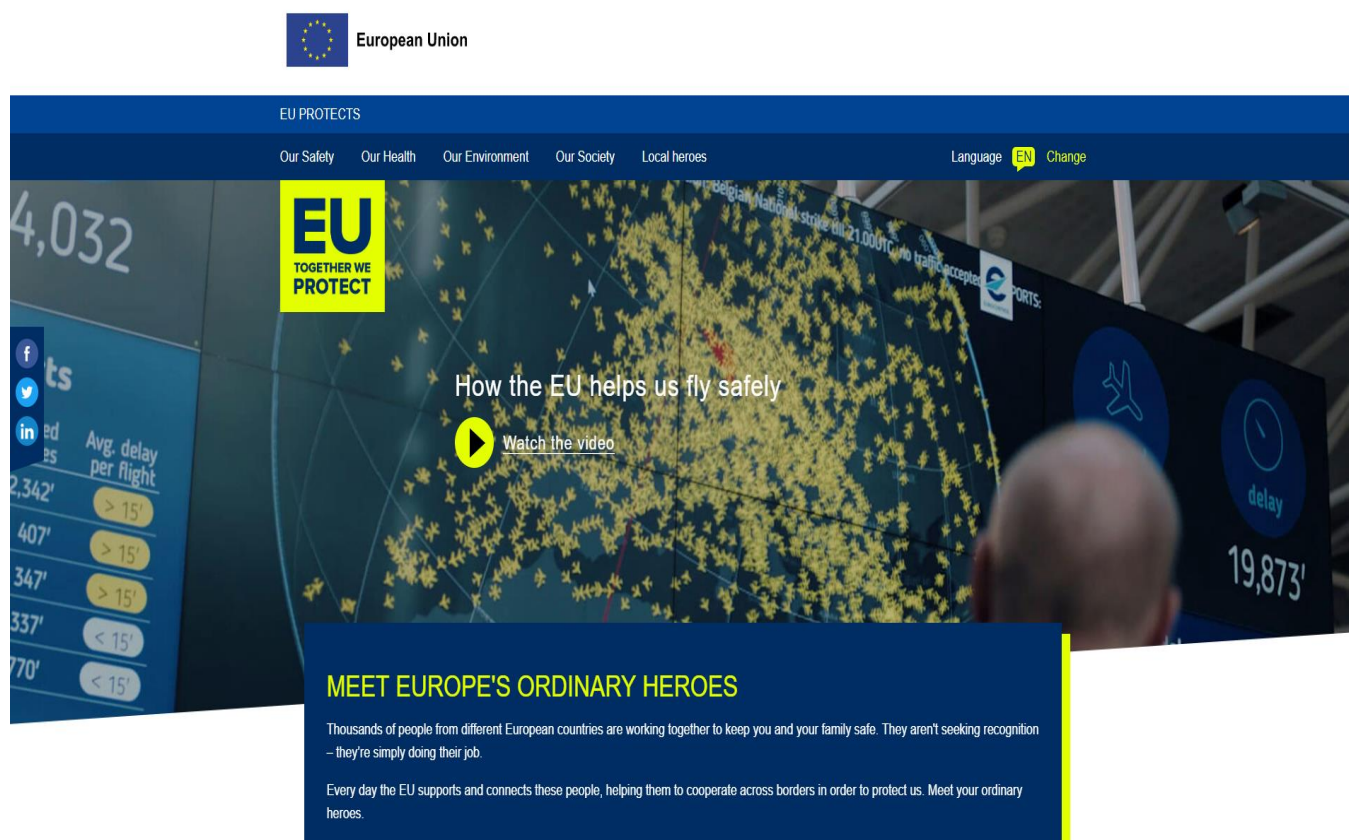
The predominant response across all focus groups, irrespective whether they were “neutrals” or “rather negatives”, was that **participants knew about the EU supporting this type of activity, or at least assumed that it did:**

“I knew it, but I did not know how to access this funding. This website is a point of connection with European Commission funding, which is very valuable information” – ES participant, neutrals group

“Yes, I knew about it, but not to this extent!” – DE participant, rather negatives group

“I knew in principle that the EU supports this type of activity” – BG participant, rather negatives group

1.2.2 EUProtects website:



The process of collecting participants' views and opinions about the EUProtects website was exactly the same as for #InvestEU. First, participants were provided with a link to the EUProtects website in their national language (Bulgarian, Croatian, German, Latvian, Polish, Spanish) and asked to click on the link and browse the website for five minutes before returning to the chatroom. No other guidelines were given to allow participants to surf the website freely and choose the sections and content that captured their interest the most.

Once participants returned to the chatroom, they were asked a number of semi-structured questions aimed at assessing their awareness, interest-levels and opinions about the website. The following sub-sections provide an analysis of these answers.

1.2.2.1 Participants' awareness of the website

The first question about the EUProtects website was whether participants had ever seen anything like it before, and if they had, what that was and where they had found it.

In comparison to #InvestEU, **even fewer participants** (n=4) **recalled having visited a similar website before or having seen similar content**, and referred to a national newspaper, another EU portal, a national ministry as well as an international marine wildlife conservation society:

“I think I have on some portal. How the EU is in fact a big market that protects its citizens, EUtransplant is the best example” – HR participant, neutrals group

“Yes, on the website of El Confidencial” – ES participant, neutrals group

“It looks similar to the website of the National Centre for Political Education” – DE participant, rather negatives group

“Kind of reminds me of the website of Sea Shepard” – DE participant, rather negatives group

1.2.2.2 Which parts of the website participants looked at

Given that participants already knew, based on the #InvestEU assessment, that the focus groups were about assessing EC websites, the question about the author of the website was not asked again.

The next question posed to participants was about the specific parts of the website that they had looked at during the initial five minutes of browsing. In cases where participants were not sufficiently detailed in their responses, moderators prompted with questions about whether or not they had clicked through the stories, if they had looked at the videos, if they had found a story linked to their country, or if they had chosen to stay on the homepage.

In general, unlike in the case of #InvestEU, where most participants focussed on one part (project overview), in the case of EUProtects, participants were motivated to get a general overview of all the different parts of the website. The most common response across all focus groups was that they had clicked on **the five main themes listed on the top of the website**.

One special area of interest mentioned by many participants was the **local-heroes section**, where participants focussed in particular on local heroes from their own Member States. The **“Our Safety”** and **“Our Environment”** tabs also attracted most participants in all focus groups.

Aside from the general topics, participants also referred to specific content that they had explored, in particular, **videos**, and **stories** that they had read in detail.

1.2.2.3 Participants’ perceptions of the site’s look and feel: first impressions

Participants were then asked to share their first impressions of the look of the website and the key words that they would use to describe it. An overview of responses by Member States and participant groups can be found in Table 7.

The most recurrent observations that most participants in most focus groups instantly shared after reviewing the website was that it was **better designed** than the #InvestEU website:

“This website is more attractive than the previous one” – PL, rather negatives group

“This website’s design is somewhat better, I like the dropdown boxes at the top” – DE participant, neutrals group

“Compared to the first website, I consider this one much better structured and easier to understand” – DE participant, rather negatives group

“It is clearer and more accessible than the previous one, both thematically and visually, it is more interactive” – BG participant, neutrals group

In terms of **design** of the website, participants across focus groups further noted that it was **easy to navigate** and **easy to read**.

Similar to participants’ first impressions of the #InvestEU website, the most recurrent key words that participants used to describe the **content** of the EUProtects website were **“interesting”** and **“informative”**. Only in the **Polish focus groups**, participants immediately stated that they found the content of the website **suspicious**:

“I wonder how much of this is propaganda, and how much of this actually works” – PL participant, neutrals group

“Again, this is all self-promotion and marketing, but focused on different topics this time” – PL participant, neutrals group

“If the EU is really that great at protecting people, why are there attacks happening?” – PL participant, rather negatives group

“This is just such a pretty picture of the EU, in my opinion very narcissistic when it comes to the content” – PL participant, rather negatives group

“A false image of EU institutions, that’s what I am thinking” – PL participant, rather negatives group

Finally, similar to first impressions of the #InvestEU website, some participants mentioned again that it was **not immediately clear to them what the website was about**:

“I would say that this page is better designed than the previous one, but it took me longer to understand its purpose. I miss some general information on what it is about” – BG participant, neutrals group

“The site is quite enigmatic, you really have to click yourself through it to grasp what it is about” – PL participant, rather negatives group

“The page generally encourages thinking, but I do not know what its purpose is. Or it was badly made or something” – HR participant, rather negatives group

Table 6: Overview of participants' first impressions about the EUProtects website

"What are your first impressions?"					
Key words from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • better designed than #InvestEU website • informative • interesting • useful • accessible • unclear purpose 	<ul style="list-style-type: none"> • positive • nice colours • good images 	<ul style="list-style-type: none"> • better designed than #InvestEU website • interesting • informative • easy to read 	<ul style="list-style-type: none"> • well-designed • easy to navigate 	<ul style="list-style-type: none"> • better designed than #InvestEU website • "propaganda" and "PR"-feel 	<ul style="list-style-type: none"> • good images • easy to navigate • informative • interesting
"What are your first impressions?"					
Key words from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • better designed than #InvestEU website • interesting • easy to navigate • well-structured 	<ul style="list-style-type: none"> • better designed than #InvestEU website • informative • interesting • unclear purpose 	<ul style="list-style-type: none"> • worse structure than #InvestEU website • user-friendly • efficient • clear 	<ul style="list-style-type: none"> • well-designed • functional • interesting 	<ul style="list-style-type: none"> • better designed than #InvestEU website • positive • readable • interesting 	<ul style="list-style-type: none"> • good design • interesting • informative • easy to navigate • simple • useful

I.2.2.4 What participants particularly liked about the website

After sharing their first impressions about the look of the website, participants were asked to state which aspects of the website they particularly liked. In some focus groups, participants shared their “likes” of the website in-depth when answering the previous question, so this question was skipped. An overview of participants’ views by “neutrals” and “rather negatives” groups and by Member States can be found in Table 8.

On the **design** of the website, in addition to repeating their first impressions mentioned above (such as finding the website better designed than the #InvestEU website, easy to navigate and easy to read), participants in most focus groups found that they liked how the website looked “**professional**”, “**harmonious**”, “**pleasant**”, “**nice**”, and “**modern**”, and several positive comments were made about the images used on the website:

“It follows the basic model that I like a lot. It’s simple, it’s easy to handle, and it has a simple elegance that makes it attractive. You could add additional social networks to promote communication with users” – ES participant, neutrals group

“It looks accessible and pleasant” – PL participant, rather negatives group

“I liked the images and the layout” – BG participant, rather negatives group

“Those images are the perfect size!” – DE participant, neutrals group

Other aspects that participants particularly liked about the website referred to its **content**, with participants emphasising that they liked the **selection of topics**:

“I like the selection of themes, it seems holistic” – BG participant, neutrals group

“It is a great website with interesting topics” – HR participant, rather negatives group

“I like that it focusses on really important topics” - DE participant, rather negatives group

In some focus groups, participants also noted that they liked how the website evoked **positive emotions** in them:

“It inspires optimism” – BG participant, rather negatives group

“After knowing all this, I feel positive about belonging to the EU. Until now I was quite agnostic” – ES participant, neutrals group

“The content is inspiring (judging by the headlines)” – LV participant, neutrals group

“It gives the EU a human face” – PL participant, rather negatives group

Table 7: Overview of what participants particularly “liked” about the website

“Is there anything you particularly like about the website?”					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • selection of topics • local heroes section • videos 	<ul style="list-style-type: none"> • new information • interesting topics • good images 	<ul style="list-style-type: none"> • good amount of information • factual • new information • good images 	<ul style="list-style-type: none"> • pleasant design • positive content • easy to navigate 	<i>question not asked</i>	<ul style="list-style-type: none"> • amount of images • easy to read • local heroes section • evokes positive emotions
“Is there anything you particularly like about the website?”					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • quality of articles • design • evokes positive emotions • factual • easy to understand 	<ul style="list-style-type: none"> • selection of topics • local heroes section • design 	<ul style="list-style-type: none"> • selection of topics • well-structured 	<ul style="list-style-type: none"> • modern design • positive content • functional website • social media links 	<ul style="list-style-type: none"> • design 	<ul style="list-style-type: none"> • design • selection of topics

1.2.2.5 What participants particularly disliked about the website

Participants were also asked about what they particularly disliked about the website. An overview of their views by “neutrals” and “rather negatives” groups and by Member States can be found in Table 9.

In terms of **design** of the EUProtects website, “dislikes” were limited to individual participants in the focus groups, and mainly centred on the **choice of colours**:

“Why the neon-green when you could use yellow?” – DE participant, neutrals group

“There’s too much blue and yellow, I feel like I’m visiting IKEA’s website in the year 2000” – PL participant, neutrals group

“Everything is so blue, it makes me think that this is all very serious and takes away my desire to read” – ES participant, rather negatives group

“I don’t like the bright yellow colour contrast on the page” – LV, rather negatives group

Bulgarian and Latvian participants noted, just like in the case of the #InvestEU website, that the **languages switched** between their national languages and English when browsing through the site:

“Even if Latvian is selected, there are still articles in English” – LV participant, neutrals group

“I don’t like the fact that some articles are not translated into Bulgarian” – BG participant, neutrals group

Recurrent “dislikes” with regards to **content** were limited to only three focus groups, namely the German and Polish “neutrals” groups and the Croatian “rather negatives” group. In these groups, participants particularly criticised the **way that information was presented**.

In the Polish “neutrals” group, they stated, just like in the case of #InvestEU, that they did not like the “advertisement” and “PR-feel” of the website:

“My impressions are rather negative, particularly because to me it presents a narrative of fear, evoking negative emotions, angst and anxiety, just so they can then say ‘don’t be afraid, we will protect you’” – PL participant, neutrals group

“It wants to present the Union as the protector / superhero, that doesn’t even bother me, particularly, that these are interesting themes. But when you click through a bit more, you are confronted with corporate statements, instead of a real description of how this all looks like and functions in practice” – PL participant, neutrals group

“It could do with less slogans such as ‘EU protects’, ‘EU helps’, ‘EU heals’ etc.” – PL participant, neutrals group

In the German “neutrals” group and Croatian “rather negatives” group, participants mentioned that they particularly disliked what they perceived to be a **lack of facts and data** on the website:

“There are not enough details, statistics, examples, this is all just basic information, but details are important otherwise you just have headlines” – DE participant, neutrals group

“I liked the first page [#InvestEU] better, this one has less information and is meant to exploit your emotions. I do not see how anyone can make use of this website” – HR participant, rather negatives group

“In my family I have a member who suffers from epilepsy, I also have children who use the internet, I am interested in my family’s safety and more, health and environment, but I still do not see the point of this website in the state in which it is in. Why would anyone want to inform us about something in such a useless manner?” – HR participant, rather negatives group

Table 8: Overview of what participants particularly “disliked” about the website

“Is there anything that you particularly dislike about the website?”					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • some articles not translated into Bulgarian 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • lack of facts and data • information too basic 	<ul style="list-style-type: none"> • white letters on black background • some articles not translated into Latvian 	<ul style="list-style-type: none"> • colour scheme • “narrative of fear” • “propaganda” and PR-feel 	<ul style="list-style-type: none"> • colour scheme
“Is there anything you particularly dislike about the website?”					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<i>Participants did not report any specific dislikes</i>	<ul style="list-style-type: none"> • lack of facts and data • emotive in a negative way 	<i>Participants did not report any specific dislikes</i>	<ul style="list-style-type: none"> • colour contrast on the page 	<ul style="list-style-type: none"> • “propaganda” and PR-feel 	<i>Participants did not report any specific dislikes</i>

1.2.2.6 What participants thought the website is about

After discussing their first impressions, “likes” and “dislikes” of the website, participants were asked what they thought the website was about. An overview of their responses by “neutrals” and “rather negatives” groups and by Member States can be found in Table 10.

Participants in all focus groups identified the website as a space for the EU to **inform about its work in the areas of safety, environment, society and health**:

“It is information about the different ways in which citizens are protected by the European Union at a security level, at an environment level, etc...” – ES participant, rather negatives group

“It focuses on how the EU is tackling various negative social, digital and environmental issues” – BG participant, rather negatives group

“It informs about EU safety and defence solutions in different areas” – LV participant, neutrals group

“It is about the ways in which the EU improves citizens’ lives through work in areas such as security” – PL participant, rather negatives group

Many participants also highlighted that the website aimed at **showcasing individual EU citizens and their work** in the five thematic areas:

“It is about local heroes with a mission to make the world a better place” – BG participant, rather negatives group

“It is about people who are dedicated to take care of our health, our environment, our security, our society” – ES participant, rather negatives group

“Information about the fact that there are many good people who stand up for the greater good” – HR participant, neutrals group

Finally, a small number of participants negatively reflected that the website was an **“advertisement of the EU”**. However, this view was mostly limited to the **Croatian focus groups**, and individual participants in some of the other Member States:

“The whole site is an advertisement, literally” – HR participant, rather negatives group

“They are trying hard to show that they are doing the right thing” – HR participant, neutrals group

“They tell us what they are doing for us without us noticing. It feels like justifying in part the existence of the EU” – ES participant, rather negatives group

“It is a promotion of the EU, looks a bit like propaganda” – BG participant, neutrals group

Table 9: Overview of what participants' thought the website is about

"What do you think that the website is about?"					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • Volunteer work • EU security • Advertisement of the EU 	<ul style="list-style-type: none"> • Local heroes • Advertisement of the EU 	<ul style="list-style-type: none"> • The future • Local heroes • EU work in the five thematic areas 	<ul style="list-style-type: none"> • EU opportunities for citizens • EU work in the five thematic areas 	<ul style="list-style-type: none"> • EU work in the five thematic areas • EU security 	<ul style="list-style-type: none"> • Local heroes
"What do you think that the website is about?"					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • EU work in the five thematic areas • EU security • Local heroes 	<ul style="list-style-type: none"> • EU work in the five thematic areas • Advertisement of the EU 	<ul style="list-style-type: none"> • EU safety measures • EU security • EU addressing internal problems 	<ul style="list-style-type: none"> • EU work in the five thematic areas 	<ul style="list-style-type: none"> • EU work in the five thematic areas 	<ul style="list-style-type: none"> • EU work in the five thematic areas • Advertisement of the EU

I.2.2.7 Participants' interest in the website, views about its usefulness and who they thought the website is for

Participants were then asked about their interest levels in the content of the website and how useful they thought it was. An overview of their responses by "neutrals" and "rather negatives" groups and by Member States can be found in Table 11.

In most focus groups, **opinions were split** about participants' levels of interest and perceptions of usefulness of the website. Only in both Spanish focus groups, the Croatian "neutrals" group, and the Bulgarian "rather negatives" group, there was consensus among participants that the website was interesting and useful. In both Polish focus groups, the consensus among participants was that the content of the website was neither interesting nor useful.

Most participants who stated that they found the website interesting and useful based their opinions on the fact that the website provided them with **new and important information** about the EU's work in the five thematic areas:

"Yes, it is useful. [...] I have realised that the EU is not just a bunch of politicians with a bad reputation, discussing very stern issues, but that there are also people working there for the welfare of citizens" – ES participant, rather negatives group

"It is definitely useful. I learnt about new initiatives [...] I did not know that certain issues are also tackled on an EU level" – BG participant, rather negatives group

"For me it is very useful because we see that things are in a good state of conservation around us, but we do not know the work that has been done by the EU and other organisations that depend on it [...] I was unaware that the EU works in many of these areas, I learned a lot" – ES participant, neutrals group

"Of course [it is interesting], we are members of the EU and it is important that we learn about this" – HR participant, neutrals group

Among participants who considered the website less interesting and less "useful", a recurrent opinion shared was that it **did not provide enough information about their particular Member States** or cover topics that participants deemed important in sufficient detail:

"There are not enough topics of interest, such as poverty among the elderly" – DE participant, neutrals group

"There are not enough relevant national examples for it to be interesting to me" – DE participant, rather negatives group

"I am only interested in topics that are related to Latvia, not so much in the air quality in Poland" – LV participant, neutrals group

Despite split opinions in most focus groups as to participants' levels of interest and perceptions of the usefulness of the site, there was consensus in all focus groups that the website was addressed at "**everyone**" or "**every EU citizen**". Only in the German "neutrals" focus group, most participants specified that it was for "**everyone interested in politics**".

In this context, individual participants also noted that it was important that the European Union **disseminates and advertises this information more broadly**:

"It would be useful if the message it conveys is advertised properly" – HR participant, rather negatives group

"This information is necessary, and I believe that the EU must do something to bring it closer to the citizens. It would do a lot of good to its image" – ES participant, neutrals group

"It would be desirable if this information reached everyone. We would be more aware of the problems that affect us and of the efforts made by the European Community to solve or alleviate them" – ES participant, rather negatives group

Table 10: Overview of participants' levels of interest, perceptions of usefulness, and who the website was for

"Do the topics on the website interest you? Do you find it useful? Who is this website for?"					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • split opinion regarding interest and usefulness • aimed at everybody 	<ul style="list-style-type: none"> • interest • useful • aimed at everybody 	<ul style="list-style-type: none"> • split opinion regarding interest and usefulness • aimed at "everybody interested in politics" 	<ul style="list-style-type: none"> • split opinion regarding interest and usefulness • aimed at everybody 	<ul style="list-style-type: none"> • no interest • not useful • aimed at everybody 	<ul style="list-style-type: none"> • interest • useful • aimed at everybody
"Do the topics on the website interest you? Do you find it useful? Who is this website for?"					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • interest • useful • aimed at everybody 	<ul style="list-style-type: none"> • split opinion regarding interest and usefulness • aimed at everybody 	<ul style="list-style-type: none"> • split opinion regarding interest and usefulness • aimed at everybody 	<ul style="list-style-type: none"> • split opinion regarding interest and usefulness • aimed at everybody 	<ul style="list-style-type: none"> • no interest • not useful • aimed at everybody 	<ul style="list-style-type: none"> • interest • useful • aimed at everybody

1.2.2.8 Whether participants thought their friends and family would need this information

Participants were then asked if they thought that their friends and family would need the information provided on the website. **Trends in responses were strongly linked to previous views about levels of interest and the “usefulness” of the website.**

Those participants who thought that the website was “interesting” and “useful” tended to agree that their friends and family would need this information:

“Yes, I think so, because it addresses many problems that need solving” – DE participant, rather negatives group

“Yes, I think that everyone should know the things that are done for us. It is definitely important information, although it is not essential, and we can continue living without this knowledge” – ES participant, rather negatives group

“Yes, it would be useful for everyone to read this information” – BG participant, rather negatives group

However, those participants who stated that the website was less interesting and “useful” to them, tended to respond that they did not think that their friends or family would need this information or, in fact, ever come across it on their own:

“They rather don’t need it, because everyone is more concerned about safety in their own backyard rather than on the continent” – PL participant, rather negatives group

“Would they read or actively look for this information, that’s the real question” – DE participant, neutrals group

“An ordinary citizen just would not come across this website on their own” – PL participant, rather negatives group

1.2.2.9 Whether participants realised that the EU supported this type of activity

To close the assessment of the EUProtects website, participants were asked whether they realised that the EU supports this type of activity. As a prompt, the moderator could also ask if after viewing this website, participants felt reassured that the EU protects its citizens.

The predominant response across most focus groups, irrespective whether they were “neutrals” or “rather negatives”, was that **participants knew about the EU supporting this type of activity, or at least assumed that it did:**

“Yes, I knew something, from the stuff that’s in the media” – ES participant, neutrals group

“I assumed so, but I was not certain. Through this website I am more aware of how the European Community conducts support for these activities” – ES participant, rather negatives group

“I knew that it [the EU] worked in these areas, but I did not know, for example, that it deals with issues around the import of Chinese bicycles in order to protect European producers” – PL participant, neutrals group

Only in the German “neutrals” focus group, most participant stated that they did not know before visiting the website that the EU supported this type of activity.

As for participants **feeling reassured that the EU protects its citizens** after visiting the website, in most focus groups the **majority view was that they did not:**

“Not really reassured, but at least we know now that there are people in the shadows taking care of us” – ES participant, rather negatives group

“Not really, it just gives instructions on how you can protect yourself” – BG participant, rather negatives group

“Would a mother accept this as enough?” – DE participant, neutrals group

“I can’t say that the site made me feel that. Rather, I take it that the site was meant to inspire me, a small advertisement of EU action” – BG participant, neutrals group

In this context, individual participants from Bulgaria, Croatia and Spain also voiced the opinion that the EU did not “protect” all its citizens to the same extent:

“To a certain extent. It [EU] should be more balanced and protect the richest as well as the poorest” – ES participant, neutrals group

“My opinion of the EU remains the same. It is a Union in which the competent prosper, and the incompetent fail. I am not sure which group Croatia falls into, considering the corruption, political scandals, etc.” – HR participant, rather negatives group

“Maybe the EU protects its citizens in countries with much lower levels of corruption, but not in Bulgaria” – BG participant, rather negatives group

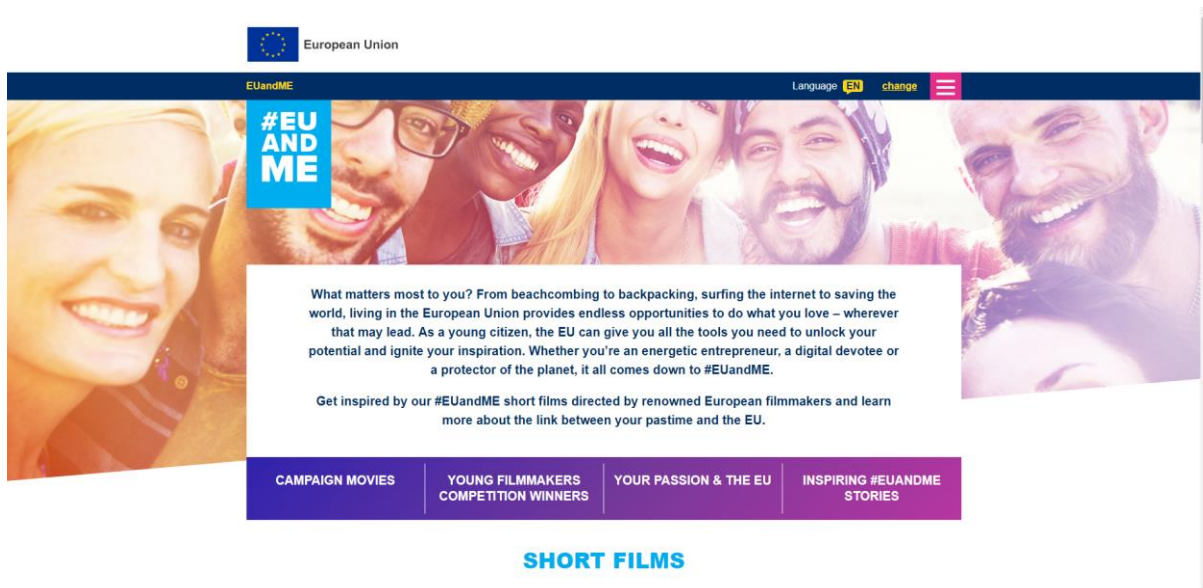
“The EU does not work with all EU Member States in the same way” – BG participant, rather negatives group

1.2.3 EU&ME website:

As for the previous two websites, in order to assess the EU&ME website, participants were provided with a link to the #InvestEU website in their national language (Bulgarian, Croatian, German, Latvian, Polish, Spanish) and asked to click on the link and browse the website for five minutes before returning to the chatroom. No other guidelines were given in order to allow participants to surf the website freely and choose the sections and content that captured their interest the most. If, by any chance, they got back to the chatroom

before the five minutes had elapsed, moderators suggested that they return to the website and take their time to explore until the full five minutes had passed.

Below you will find a screenshot of the homepage of the EU&ME website in English, also available through the following link: https://europa.eu/EU&ME/frontpage_en



Once participants returned to the chatroom, they were asked a number of semi-structured questions aimed at assessing their awareness, interest-levels and opinions about the website. The following sub-sections provide an analysis of these answers.

1.2.3.1 Participants' awareness of the website

The first question about the EU&ME website was whether participants had ever seen anything like it before, and if they had, what that was and where they had found it. Across all Member States and both "neutrals" and "rather negatives" groups, most participants had never seen the EU&ME website or a similar website before.

Only **three participants** across all focus group noted that they had heard about **individual projects** showcased on the website, or knew about the **Young Filmmakers Competition**:

"Perhaps the only thing that I have heard of before is the competition for young directors. I don't remember where I saw it, it could be that it was on some film pages" – ES participant, rather negatives group

"I have seen some websites about a project for youth, Erasmus+ and interEU" – HR participant, rather negatives group

"I have [seen something similar before], it was about farming on some eco farm" – HR participant, neutrals group

I.2.3.2 Which parts of the website participants looked at

Given that participants already knew, based on the #InvestEU and EUProtects assessment, that the focus groups were about assessing EC websites, the question about the author of the website was not asked again. Therefore, the next question posed to participants was about the specific parts of the website that they had looked at during the initial five minutes of browsing. In cases where participants were not sufficiently detailed in their responses, moderators prompted with questions about whether or not they had clicked through the stories, if they had looked at the Young Filmmakers Competition, if they had explored the “passions” section, or if they had chosen to stay on the homepage.

Similar to the EUProtects website, most participants browsed through the EU&ME website as broadly as possible. Most participants in most focus groups explored the “passions” section, where topics that attracted most interest referred to **rights, sustainability and digital**. A minority of participants in most focus groups also read about the Young Filmmakers Competition, and a number individual participants also watched, at least in part, **one of the short-films**. The **digital stories** section attracted the least attention in all focus groups.

I.2.3.3 Participants’ perceptions of the site’s look and feel: first impressions

Participants were then asked to share their first impressions of the look of the website and the key words that they would use to describe it. An overview of responses by Member States and participant groups can be found in Table 12.

The most recurrent observations that most participants in most focus groups instantly shared after reviewing the website was that it was “**colourful**” and had the “**best design**” out of all three websites:

“For now, this is the most attractive website of them all [...] more life” – ES participant, rather negatives group

“Finally some colours, it makes it instantly look friendlier” – DE participant, neutrals group

“It is similar to the previous website [EUProtects], but dipped into a rainbow” – DE participant, neutrals group

In terms of **content**, most participants in most focus groups also instantly remarked that they found the website to be very **informative**:

“There is a lot of information and covers a variety of topics that matter to me” – BG participant, neutrals group

“The information here is for a wider range of people” – BG participant, rather negatives group

“It is great, contains the most information out of all three websites [...] I watched The Shape and Debut, great messages, great” – HR participant, neutrals group

In the Latvian focus groups, participants highlighted again the issue of **languages switching on the website:**

“[...] again, the language changes, it [the website] is part Latvian, part English, it is not a problem, but I would prefer if it stayed the same” – LV participant, neutrals group

Table 11: Overview of participants' first impressions of the look of the investEU website

"What are your first impressions?"					
Key words from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • best design • informative 	<ul style="list-style-type: none"> • positive • best design • informative 	<ul style="list-style-type: none"> • colourful • friendly • interactive • informative 	<ul style="list-style-type: none"> • colourful • confusing • easy to navigate 	<ul style="list-style-type: none"> • basic design • colourful 	<i>Question not asked</i>
"What are your first impressions?"					
Key words from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • best design • informative • colourful 	<ul style="list-style-type: none"> • best design • complex structure 	<ul style="list-style-type: none"> • colourful • youthful • positive 	<ul style="list-style-type: none"> • colourful • interactive • too much information • confusing • languages switch 	<ul style="list-style-type: none"> • colourful • readable • modern • interactive 	<ul style="list-style-type: none"> • best design • informative • colourful • easy to navigate

I.2.3.4 What participants particularly liked about the website

After sharing key words to describe their first impressions about the look of the website, participants were asked to state which aspects of the website they particularly liked. In some focus groups, participants shared their “likes” of the website in-depth when answering the previous question, so this question was skipped. An overview of participants’ views by “neutrals” and “rather negatives” groups and by Member States can be found in Table 13.

Across all focus groups, participants did not share any specific “likes” in addition to those they mentioned when asked about their first impressions of the website. In most focus groups, participants noted that they liked “**everything**” about the website, and repeated again that it was “**well-designed**” and “**informative**”:

“It has great pictures and lots of useful information. There isn’t anything that I don’t like” – HR participant, neutrals group

“I think this one [website] is the most informative” – PL participant, neutrals group

“I liked the structure, good articles, very informative” – LV participant, rather negatives group

Table 12: : Overview of aspects that the participants “liked” about the website

“Is there anything you particularly like about the website?”					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • everything • design • amount of information 	<ul style="list-style-type: none"> • scope of topics • design • amount of information • good images 	<ul style="list-style-type: none"> • design • amount of information • good images 	<ul style="list-style-type: none"> • amount of information • quality of articles 	<ul style="list-style-type: none"> • promotion of artists 	<ul style="list-style-type: none"> • amount of information
“Is there anything you particularly like about the website?”					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • everything • design 	<ul style="list-style-type: none"> • design • amount of information 	<ul style="list-style-type: none"> • design • structure • scope of topics 	<ul style="list-style-type: none"> • design • amount of information • easy to navigate 	<ul style="list-style-type: none"> • contact option • design • interactive 	<ul style="list-style-type: none"> • design • selection of topics

1.2.3.5 What participants particularly disliked about the website

Participants were also asked about what they particularly disliked about the website. An overview of their views by “neutrals” and “rather negatives” groups and by Member States can be found in Table 14.

As noted above, in most focus groups, most participants stated that they **liked “everything”** about the EU&ME website, so they did not voice any particular “dislikes”. Only in the Latvian “rather negatives” group, and Polish “neutrals” group, the opinion was voiced that the website was “**confusing**”. In the Latvian group, this was driven by the view that it contains **too much information**, while in the Polish “neutrals” group participants felt that it gave the wrong impression of being a **film-festival website**:

“Overall, the site is well-designed, but there is so much information that it could be a little confusing. I suggest in the future that you think about an interactive searcher, or suggested content based on visitor data” – LV participant, rather negatives group

“I first thought I was on a website of one of those smaller film-festivals” – PL participant, neutrals group

In the German “neutrals” group, most participants found that the website did not provide **enough in-depth information** about the topics that interested them most:

“In ‘technology’, there is nothing about what the EU is doing in the sphere of e-mobility to ensure that third countries are competitive” – DE participant, neutrals group

“Some articles (food that you can trust) are too basic and obvious” – DE participant, neutrals group

“There isn’t enough about the struggle of farmers in Germany [...] not enough about how chemicals used in farming affect the environment” – DE participant, neutrals group

Finally, just like in the case of the #InvestEU and EUProtects websites assessment, Polish participants in the “neutrals” group criticised that the website **felt too much like PR / “fake”**:

“It unfortunately looks very fake [...] full of these beautiful people” – PL participant, neutrals group

“The homepage with those fake-happy people...” – PL participant, neutrals group

“I know I am being pedantic, but these young faces with beautiful teeth... and I instantly think, where is the EU when it comes to Polish dentistry” – PL participant, neutrals group

Table 13: Overview of aspects that participants “did not like” about the website

“Is there anything that you particularly dislike about the website?”					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<i>Participants did not report any specific dislikes.</i>	<i>Participants did not report any specific dislikes.</i>	<ul style="list-style-type: none"> not enough detailed information 	<ul style="list-style-type: none"> too much information 	<ul style="list-style-type: none"> confusing as to its purpose “fake” vibe 	<i>Participants did not report any specific dislikes.</i>
“Is there anything you particularly dislike about the website?”					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<i>Participants did not report any specific dislikes.</i>	<i>Participants did not report any specific dislikes.</i>	<i>Participants did not report any specific dislikes.</i>	<i>Participants did not report any specific dislikes.</i>	<i>Participants did not report any specific dislikes.</i>	<i>Participants did not report any specific dislikes.</i>

I.2.3.6 What participants thought the website is about

After discussing their first impressions, “likes” and “dislikes” of the website, participants were asked what they thought the website was about. An overview of their responses by “neutrals” and “rather negatives” groups and by Member States can be found in Table 15.

All participants in all focus groups identified the website as a space for the EU to **inform about EU citizens’ rights and EU opportunities**:

“It gives a lot of information about rights and possibilities that the EU offers to us. It has to be noted that they are doing things for the good of citizens” – ES participant, rather negatives group

“It gives an overview of all the different rights in the areas that are important for the EU and what the EU is doing” – DE participant, rather negatives group

“It is about rights of all Europeans” – BG participant, rather negatives group

While in most focus groups, participants found that these rights and opportunities concerned **all EU citizens**, in three focus groups, most participants felt the website was predominantly about issues of interest to **young people**:

“It is about social rights and topics interesting for young people” – DE participant, rather negatives group

“It provides information for young people about the opportunities that they have in the EU” – BG participant, neutrals group

“It informs young people in an interesting way, presenting ‘boring’ topics in a fun way” – BG participant, rather negatives group

Table 14: Overview of participants' views on what the website is about

"What do you think that the website is about?"					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • EU rights • Topics relevant for young people 	<ul style="list-style-type: none"> • EU rights • Opportunities for all EU citizens 	<ul style="list-style-type: none"> • Topics relevant for all EU citizens 	<ul style="list-style-type: none"> • Opportunities for all EU citizens • EU rights 	<i>Question not asked</i>	<ul style="list-style-type: none"> • EU rights for young people
"What do you think that the website is about?"					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • EU rights • Topics relevant to all • Different EU initiatives 	<ul style="list-style-type: none"> • Topics relevant for young people • EU rights 	<ul style="list-style-type: none"> • Topics relevant for all EU citizens • EU rights 	<ul style="list-style-type: none"> • Opportunities for all EU citizens 	<i>Question not asked</i>	<ul style="list-style-type: none"> • Opportunities for all EU citizens • EU rights • Projects funded by the EU

I.2.3.7 Participants' interest in the website, views about its usefulness and who they thought the website is for

Participants were then asked about their interest levels in the content of the website and how useful they thought it was. An overview of their responses by "neutrals" and "rather negatives" groups and by Member States can be found in Table 16.

In all focus groups, apart from the Polish "neutrals" and the Latvian "rather negatives" groups, **most participants stated that they found the website both interesting and useful**. This was based on the perception that they had **learnt new information** while browsing on the website:

"Yes, it is very useful [...] I did not know about the rights we have if we want to work in another country within Europe, and I just learned it thanks to this page" – ES participant, rather negatives group

"Yes, I will look at it in the future more often [...] I just learnt something new about consumer rights despite knowing a lot about this topic" – DE participant, neutrals group

"I think that it is useful and it was not difficult to get informed because it is very well thought-out" – HR participant, rather negatives group

In the Latvian "rather negatives" group, participants were split in their opinions about their interest in and the usefulness of the website. As was the case for individual participants in focus groups in other Member States who stated that they were less interested / found the website less useful, this was linked to the perception that the website **did not offer any new information**:

"Maybe it is [interesting / useful], but there's nothing new here. This is all common knowledge" – LV participant, rather negatives group

In the Polish "neutrals" group, most participants found the website neither interesting nor useful, because they felt that the website was **incoherent**:

"I just don't know how to find any concrete information on here, it is almost as if it was hidden on purpose" – PL participant, neutrals group

"It's just all very random, you have to navigate through it blindly and learn how to find relevant stuff" – PL participant, neutrals group

"I just don't really know what it is about. It is supposed to be about passions, but then you have a tab saying 'no roaming charges', and when I click on it, it says 'Great! Your passion is: No roaming charges'" – PL participant, neutrals group

Overall, the majority view in all focus groups was that the website was targeted at **young people, students, graduates**. Only in the Croatian “neutrals” group and the Bulgarian “rather negatives” group, participants stated that the website was targeted at **“everybody” / every EU citizen**.

Table 15: Overview of participants' interest levels, perceptions of usefulness, and who the website is for

"Do the topics on the website interest you? Do you find it useful? Who is this website for?"					
Views from participants who feel neutral about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • interesting • useful • learnt new information • aimed at young people 	<ul style="list-style-type: none"> • interesting • useful • learnt new information • aimed at everybody 	<ul style="list-style-type: none"> • interesting • useful • learnt new information • aimed at young people 	<ul style="list-style-type: none"> • interesting • useful 	<ul style="list-style-type: none"> • not interesting • not useful • incoherent presentation • unclear purpose • aimed at young people 	<ul style="list-style-type: none"> • interesting • useful • aimed at young people
"Do the topics on the website interest you? Do you find it useful? Who is this website for?"					
Views from participants who feel rather negative about the EU					
Bulgaria	Croatia	Germany	Latvia	Poland	Spain
<ul style="list-style-type: none"> • interesting • useful • aimed at everybody 	<ul style="list-style-type: none"> • interesting • useful • aimed at young people 	<ul style="list-style-type: none"> • interesting • useful • learnt new information • aimed at young people 	<ul style="list-style-type: none"> • some interest • split opinion about usefulness • split on learning new information 	<ul style="list-style-type: none"> • interesting • useful • aimed at young people 	<ul style="list-style-type: none"> • interesting • useful • learnt new information • aimed at everybody

1.2.3.8 Whether participants thought their friends and family would need this information

Participants were then asked if they thought that their friends and family would need the information provided on the website.

In all focus groups, participants were affirmative that they thought their friends and family would need this information. There was, however, a trend that participants specified that the website would be especially useful for **younger friends and family members**, considering that it felt targeted at young people:

“I will show it to my younger sister, she is just about to figure out what she wants to do in her life, I think she will find this useful” – DE participant, rather negatives group

“It is interesting to me, so it will definitely be interesting to them, and it is great to have all this information in one place” – HR participant, rather negatives group

“Yes, I will share it particularly with younger family members and friends” – BG participant, neutrals group

1.2.3.9 Whether participants realised that the EU supported this type of activity

To close the assessment of the EU&ME website, participants were asked whether they realised that the EU supports this type of activity. As a prompt, the moderator could also ask if after viewing this website, participants felt that the EU “empowers” young people.

The predominant response across most focus groups, irrespective whether they were “neutrals” or “rather negatives”, was that **participants knew about the EU supporting this type of activity, or at least in some areas**:

“Yes, I did [realise that the EU supports this type of activity]. I think this information should be promoted, the majority of people do not know about these possibilities” – BG participant, rather negatives group

“Yes, I knew about most topics, that’s not news to me” – DE participant, neutrals group

“I knew about some of it, but now I feel more positive about the EU” – HR participant, neutrals group

Only in the Spanish “rather negatives” group, participants stated that they did not realise that the EU supported this type of activity and that the information on the website was news to them:

“I did not know anything concrete. Now I know for sure, before it was all very fuzzy” – ES participant, rather negatives group

As for participants **feeling that the EU “empowers” young people** after visiting the website, in most focus groups the **majority view was that they did:**

“Yes, now you can objectively say that it [EU] helps young people” – ES participant, rather negatives group

“This is clear from this page. That there are great opportunities for youth within the EU” – HR participant, rather negatives group

“Oh definitely, I felt that in the first two seconds of looking at it” – DE participant, neutrals group

1.2.4 General perceptions:

Participants were then asked a series of concluding questions in order to assess their perceptions about the websites in a comparative perspective and gather additional insights about their attitude towards the EU after viewing the materials. Questions included:

- which website/s participants preferred and why
- whether these websites were a good way for people like them to learn about the EU
- whether they had learnt something new
- what key words they would use to describe the EU after viewing the websites
- whether their opinion about the EU had changed as a result of viewing the websites
- whether they would have explored the websites on their own
- how likely they were to return to these websites
- how likely they were to share these websites with family and friends
-

1.2.4.1 Which website/s focus group participants preferred and why

EU&ME was the preferred website, across all six country groups and irrespective if respondents declared themselves to feel **neutral or rather negative about the EU**. There were a couple of exceptions to this. In Poland both groups also confirmed that they liked EUProtects and in Spain the “neutrals” group confirmed a preference for the EUProtects website over the EU&ME website. Some focus group respondents also appreciated the #InvestEU website (circa a quarter of participants), but this was the least favourite.

The main reasons why participants appreciated the **EU&ME website** were:

- they considered it to have the **best design** out of all three websites, and particularly appreciated the **colours**, which gave the website a “**friendly vibe**”;
- they found the content to be **interesting, informative** and **varied**.

The main reasons why participants appreciated the **EUProtects** website were:

- they thought it was well-designed, easy to navigate, and easy to read;
- they found the content to be interesting and informative and appreciated the selection of topics; in some focus groups, participants also stated that it evoked positive emotions in them.

The main reasons why participants appreciated the **#InvestEU** website were:

- it was well-structured and they liked the option to filter projects by country;
- it provided a good amount of information, showcased a variety of projects, and the projects descriptions had a good level of detail; participants also considered the content appropriately short, clear and easy to read.

Overall, participants did not note any “dislikes” about the **EU&ME website**.

The main reasons why participants did not appreciate the **EUProtects website** were:

- individual participants did not like the choice of colours
- in a small number of focus groups participants criticised the “PR-feel” of the website

The main reasons why participants did not appreciate the **#InvestEU** website were:

- they noted that languages switched between tabs and not all content was available in their national languages
- they found the design raw and unfinished
- it was not immediately clear to them what the website was about

1.2.4.2 How important participants felt it was for the EU to provide this type of information

With a few exceptions, the unanimous response to this question was that this information is **very important**. Focus group participants indicated that citizens and businesses need to be aware of what the EU is doing, and the opportunities and rights they have thanks to the EU. It was also considered to be important for citizens to understand where their money is going and clarify certain pre-conceived ideas that might exist:

“I think it's very important, we have a lot of possibilities at our disposal and we do not know it. Knowing where the money goes is also helpful for the image of the institutions” - ES participant, rather negatives group

*“I think that it is very important to inform the citizens about their rights and opportunities within the EU and it is great that all of that type of information is publicly available online”
– HR participant, rather negatives group*

Many participants highlighted the importance of **enhancing promotion of the available information**. Some suggested that as many channels and possible should be used:

“Very important, but this information needs to be advertised more, also in local media, not just banners” – LV participant, rather negatives group

“Important but it needs to attract people. Pages like these usually have low positioning on Google, so people do not find them. They need to improve their SEO” – PL participant, neutrals group

1.2.4.3 Whether participants thought these websites are a good way for people like them to find out about what the EU does

In the first instance, most participants agreed that these **websites were a good way for people like them to find out about what the EU does**. However, after probing, a number of recurring criticisms came into the discussions, mainly that, while the websites could be useful, they are **not easy to find** and, therefore, the information on the sites will not be accessed by “ordinary EU citizens”:

“Good source, but I would never find this myself”- PL participant, neutrals group

“I think they are [a good way to find out about what the EU does], but as most people would not have the initiative to Google what the EU actually does by themselves, they will not come across such sites” – HR participant, rather negatives group

“Let’s be real, no ordinary citizen will ever come across these by accident” – DE participant, neutrals group

In addition, some participants also pointed out that it would be **worth improving the design and layout** of the websites to ensure that, if people find them, they would be attractive enough to capture their attention and stay on the site. The EU&ME website was identified as the site the most able to achieve this:

“In our modern days of interactive and dynamic website content, these sites might seem boring and difficult to understand” – LV participant, rather negatives group

“They look too outdated [...] they do not encourage a deeper read” – PL participant, neutrals group

I.2.4.4 Whether participants considered that they learned something surprising or new

Participants were divided on the question whether they thought they had learned something surprising or new browsing through the websites. On the one hand, **learning new information** was one of the recurrent arguments that participants used to explain their interest levels in the websites and perceptions of their usefulness.

However, reflecting on the websites overall, many participants noted that what surprised them the most was:

- that they had never heard about these websites before
- that the EU was funding a great number of interesting projects that they did not know about
- that the EU works in many different areas to improve citizens' lives
- that there are specific contact details enabling them to contact the EU directly.

In the Latvian focus groups, participants also voiced surprise that there was content available in their native language.

I.2.4.5 Three key words participants used to describe the EU after viewing the websites

The word cloud overleaf highlights the key concepts that came out in the 189 different words participants used to describe the EU after viewing the campaigns' websites. The words in a bigger font are those referred to the most².

² As it was necessary to translate words into English, the above Word Cloud provides an approximate view. In some cases several synonyms were described, which have been grouped together to avoid fragmentation. Nonetheless, the key words that stand out the most, mainly the three that were referred to the most, should not vary significantly regardless of this aspect.

I.2.4.6 Whether participants' opinion about the EU changed as a result of seeing the websites

The majority view across focus groups was that seeing the three website had a **positive effect** on participants' opinion about the EU. This was irrespective of whether participants' original feelings towards the EU were "neutral" or "rather negative". Changes in opinion were explained as a result of learning **new information** and realising the **direct impact of the EU** on different areas of citizens' lives:

"My opinion about the European Union has changed a lot. My opinion of the EU has changed for the better after seeing all the functions that it develops around me and that a large part is unaware of" – ES participant, neutrals group

"I feel a sense of care from the EU which I did not feel before" – BG participant, rather negatives group

Only in two focus groups (Bulgarian "neutrals" and Latvian "rather negatives"), participants unanimously stated that the websites had not changed their opinion about the EU, even though many participants in these groups admitted that they found a lot of the information positively surprising. Reasons for sticking with their earlier opinion about the EU, in the rare cases they were provided, centred on participants being "naturally" firm in their convictions.

I.2.4.7 Whether participants would have explored the websites if they had come across them independently

In most focus groups, most participants stated that they would have explored the websites further if they had come across them on their own. However, in many cases this was limited to "one or two" websites (the EU&ME website was referred to most often as one that participants would definitely explore further). Importantly, a recurrent issue participants noted was that it is very **unlikely to accidentally come across these websites**:

"I'm not sure, there's so much information on the internet that you can miss a lot of interesting pages" – ES participant, rather negatives group

"Yes, if I had the links, but I have never ever heard about these sites before" – DE participant, neutrals group

"Yes, I'd explore a bit, for 5 minutes maybe, but can tell you that I would not have found them" – PL participant, neutrals group

I.2.4.8 Whether participants were likely to return to the websites

When asked how likely participants were to return to the websites after the online discussions, responses tended to be **positive** in most focus groups. However, just like in the case of the question about whether they would have explored these websites on their own, participants noted that they were more likely to return to some, not all of the websites. Here, EU&ME and #InvestEU were mentioned most frequently.

Some participants also stated that they had **already bookmarked** certain pages, and would return in order to finish watching videos, short films, or continue reading particular stories and articles that had caught their attention:

“I have saved them in favourites to look at them in more detail, and, especially, to see all the short films on the last website” – ES participant, neutrals group

“I saved the first and last website in my browser, because there are some articles that I still want to read” – DE participant, neutrals group

“The first page gave me some interesting information, so I will continue my research on agricultural projects financed by the EU” – HR participant, rather negatives group

I.2.4.9 How likely participants were to share what they had read with family and friends

Participants were also asked how likely they were to share what they had read with family and friends. **Trends in responses were strongly linked to whether or not participants thought that they would return to the website after the online discussion concluded.**

All participants who stated that they would return to the websites themselves said that they would share information about the websites with family and friends. “Sharing” in this context did not necessarily refer to social media, but rather **informing** co-workers, friends, family, and younger family members about information provided on the websites and where to find out about EU opportunities:

“I will, of course, discuss this with my children” – HR participant, rather negatives group

“I will definitely tell them about this and show them if they are interested in the websites” – DE participant, neutrals group

“I will share with children of friends and family members who will soon be 18, so they are aware of the opportunities provided” – LV participant, neutrals group

“Yes, I will share it with my students” – BG participant, neutrals group

Annex J - Polling report

J.1 Introduction

Our expert partners Ipsos conducted a target group polling exercise in six Member States with each of the three target groups of the three corporate campaigns. We selected **three groups of 500 respondents** (one group for each of the three campaigns, sampled by the **relevant target group age bands**)³ in **5 Member States** (Bulgaria, Germany, Latvia, Poland, Spain), and **two groups of 500 respondents** (one group for EUProtects, and one group for EUandME, sampled by the relevant target group age bands) **in Croatia**.⁴

The polling questions were aligned with the ex-post polling of the Pilot campaign to add value and we made efforts to avoid duplication with the campaign contractors' own ex-post polling. Each group of respondents was shown one short 1-minute clip about a campaign⁵, the choice of which was agreed with DG COMM (see Table 1). They were then asked about their perceptions of the clip, emotions that the clip evoked, their feelings about the EU (and possible changes to their feelings as a result of watching the clip), their general attitude towards the EU, as well as the likeliness of them sharing the clip on social media.

Table 16: Campaign clips shown to respondents

Country	investEU	EUProtects (teasers)	EUandME
Bulgaria	Tech for breast cancer diagnosis	How Europe shattered a human trafficking ring	The story of Iliana
Croatia		How Europe came together to fight forest fires	The story of Ivona
Germany	Tech for the visually impaired	Helping a patient with epilepsy	The story of Leonard
Latvia	The Latvian University	How Europe came together to fight forest fires	The story of Valters
Poland	E-healthcare	Patrolling the EU's maritime border	The story of Janina

³ #InvestEU: 18-65, EUProtects: 35-55, EUandME: 18-35

⁴ There was no polling about the #InvestEU campaign in Croatia since Croatia was not one of the campaign target countries.

⁵ For the EUProtects campaign, respondents were shown 30 seconds teasers of ca. 4-minutes videos. Results should therefore be treated with caution, as respondents were shown less content than for the other two campaigns.

Spain	Preserving marine life	The journey of an asylum seeker	The story of Kristin and Abraham
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The following sections present an analysis of responses by campaign and the following respondents' characteristics:

- Member State
- gender
- age group
- rurality (urban, mid-sized, rural)
- living area (big city, suburbs/outskirts, town/small city, country village)
- employment status (active, inactive)
- education level (low, medium, high)
- attitude towards the EU

J.2 #InvestEU

KEY FINDINGS:

- Most respondents reported that they liked the clip (79%) and that the issues presented interested people like them (85%). The largest proportion of respondents with affirmative answers to these questions was in Spain (89% and 94%, respectively), and the smallest in Latvia (73% and 72%, respectively).
- Responses were split as to who respondents thought the clip was for, with 40% who reported that it was for people of their age, and 37% who reported that it was for people younger than them. The proportions of respondents who thought that the clip was for people of their age were larger within the younger age groups (18-44), while more than half of the respondents aged 55-65 reported that the clip was for people younger than them.
- 84% of respondents reported that they had learnt something new from the clip. The largest proportion was in Bulgaria (93%), followed by Germany (88%) and Spain (81%). A slightly larger proportion of respondents with a high education level reported that they had learnt something new from the clip than those with a low education level (86% compared with 82%).
- When asked whether respondents knew which organization made the clip, most respondents (75%) reported that they "did not know" or were "unsure". However, when prompted with three answer options (my government, the EU, an international organization), most respondents (65%) correctly identified the EU as the author of the clip, while 16% indicated that it was an international organization and another 13% who reported that they did not know.
- Slightly more than half of all respondents (52%) indicated that the clip had made no difference to their understanding of the EU. 31% reported that it changed their

understanding “a little” and 13% that it changed their understanding “a lot”. The Member States with the largest proportions of respondents who reported that this changed their understanding of the EU were Germany and Spain (46% and 47%, respectively), and with the largest proportion of those who reported that it made no difference was Latvia (61%).

- ▣ Respondents were split as to whether the clip had made any difference to their feelings about the EU: 48% of respondents reported that the clip made them feel more positive and 47% reported that it made no difference. The Member States with the largest proportions of respondents who reported that it made them feel more positive were Spain and Bulgaria (59% and 54%, respectively), and those with the largest proportions of respondents who reported that it made no difference were Poland and Latvia (54% and 53%, respectively).
- ▣ There were pronounced differences in responses by respondents’ attitudes towards the EU in general, with markedly larger proportions of respondents who reported feeling “very positive” or “fairly positive” towards the EU reporting that they liked the clip, that the issues presented interested people like them, and that it changed their understanding of and feelings about the EU, than those who reported feeling “neutral”, “fairly negative” or “very negative” towards the EU.

J.2.1 Respondents’ characteristics

The polling exercise about the #InvestEU campaign took place in 5 Member States (Bulgaria, Germany, Latvia, Poland, Spain). We did not poll in Croatia, since it was not one of the target countries of the campaign. **The target audience as per the campaign’s definition was Europeans aged 18-65.**

The total sample of respondents who answered the survey was n=2,504: there were 504 respondents in Bulgaria, and 500 respondents in each of the other Member States.

The following table shows the sample by their characteristics (Table 2). To analyse the responses, we applied weights to correct for any discrepancies in these proportions to truer reflect the actual population.

Table 17: #InvestEU Polling Sample

Characteristics	n	%
Gender		
<i>male</i>	1247	50
<i>female</i>	1257	50
Age groups		
<i>18-24</i>	321	13
<i>25-34</i>	536	21
<i>35-44</i>	556	22
<i>45-54</i>	551	22

55-65	541	22
Rurality		
<i>urban</i>	1393	56
<i>mid-sized</i>	642	26
<i>rural</i>	469	19
Living area		
<i>a big city</i>	1103	44
<i>suburbs or outskirts</i>	220	9
<i>town or small city</i>	764	31
<i>country village</i>	354	14
Employment status		
<i>active</i>	1988	80
<i>inactive</i>	516	20
Education level		
<i>low</i>	167	7
<i>medium</i>	1046	42
<i>high</i>	1291	52
Attitude towards the EU		
<i>very positive</i>	354	14
<i>fairly positive</i>	954	38
<i>neutral</i>	801	32
<i>fairly negative</i>	263	11
<i>very negative</i>	88	4
<i>don't know</i>	43	2

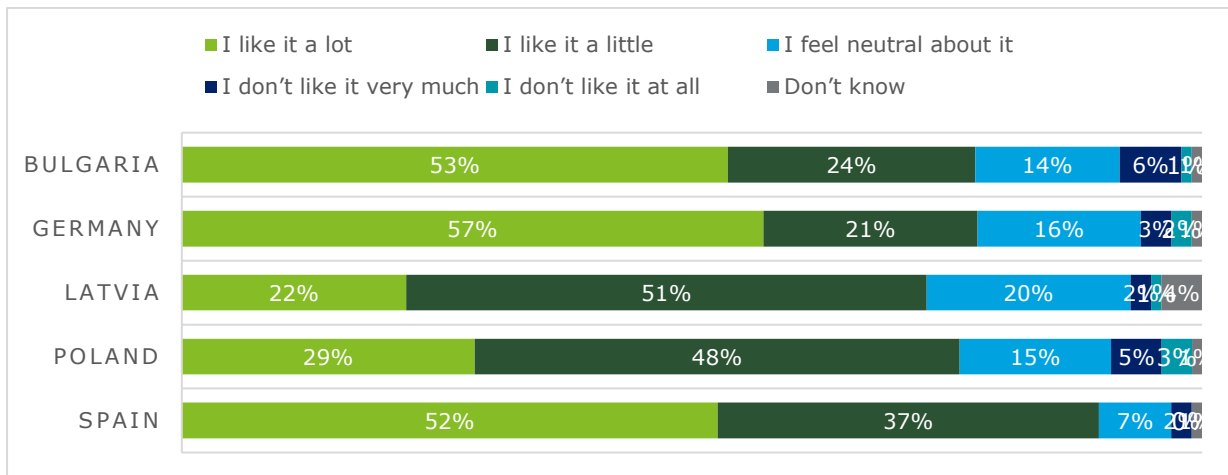
J.2.2 What respondents thought of the clip

Respondents were asked what they thought of the clip they had viewed, with the following answer options:

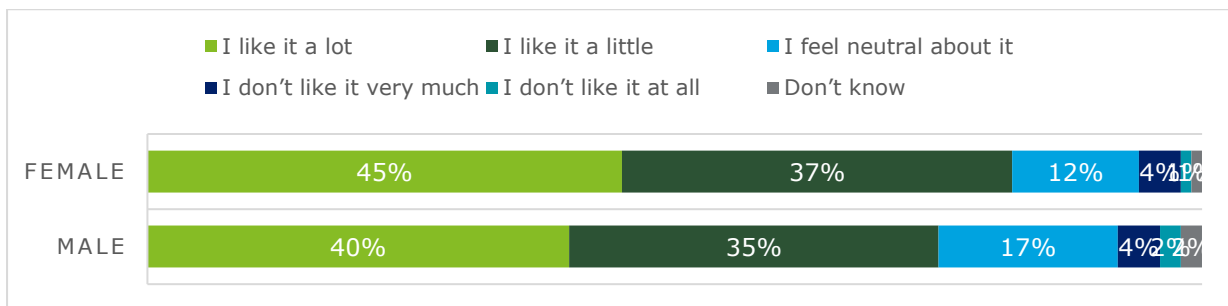
- “I like it a lot”
- “I like it a little”
- “I feel neutral about it”
- “I don’t like it very much”
- “I don’t like it at all”
- “Don’t know”

Most respondents (79%) reported that they liked the clip: 43% reported that they liked it “a lot” and 36% that they liked it “a little”. 14% of respondents reported that they felt “neutral” about it, and another 5% reported that they disliked the clip.

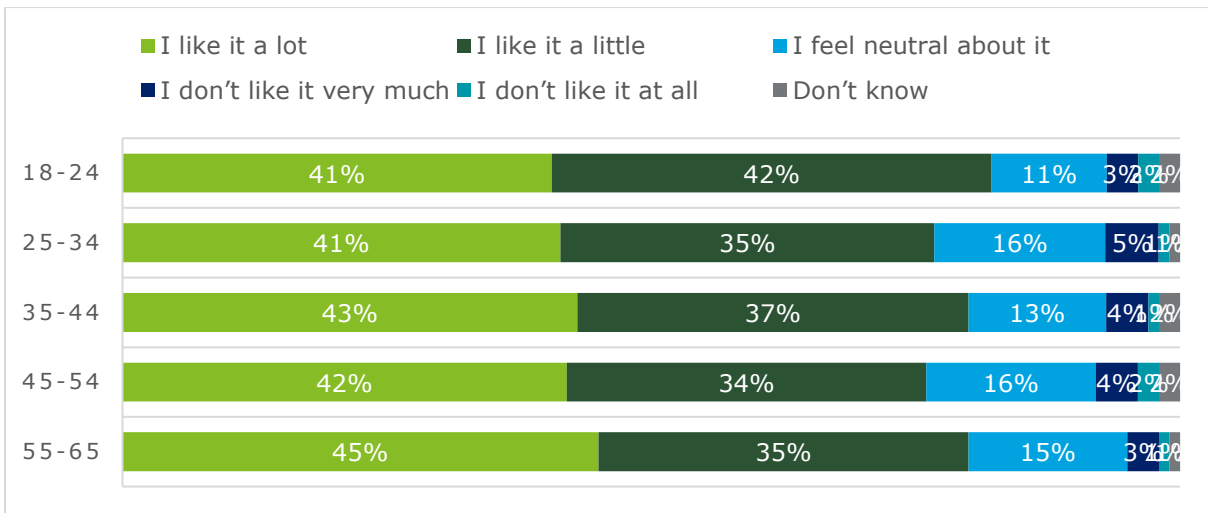
The Member State with the largest proportion of respondents who reported that they liked the clip was Spain (89%), followed by Germany (78%) and Bulgaria (77%). The Member State with the smallest proportion of respondents who reported that they liked the clip was Latvia (73%).



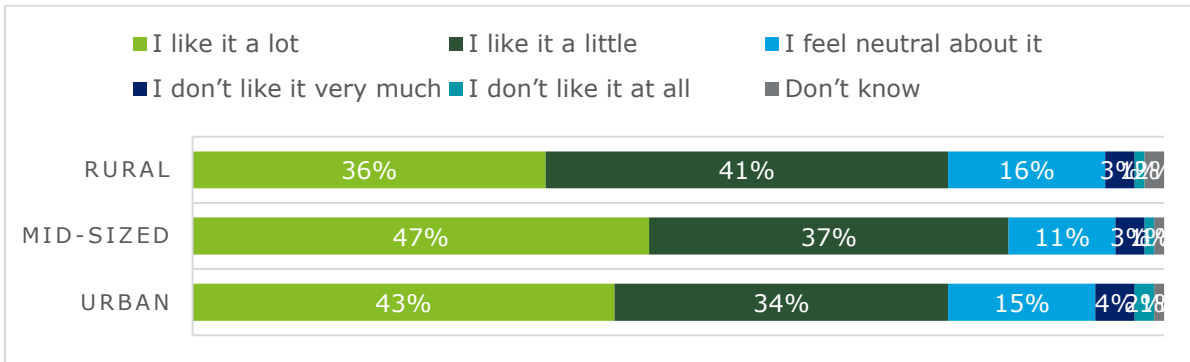
Gender: A larger proportion of female than male respondents reported that they liked the clip (82% compared with 76%).



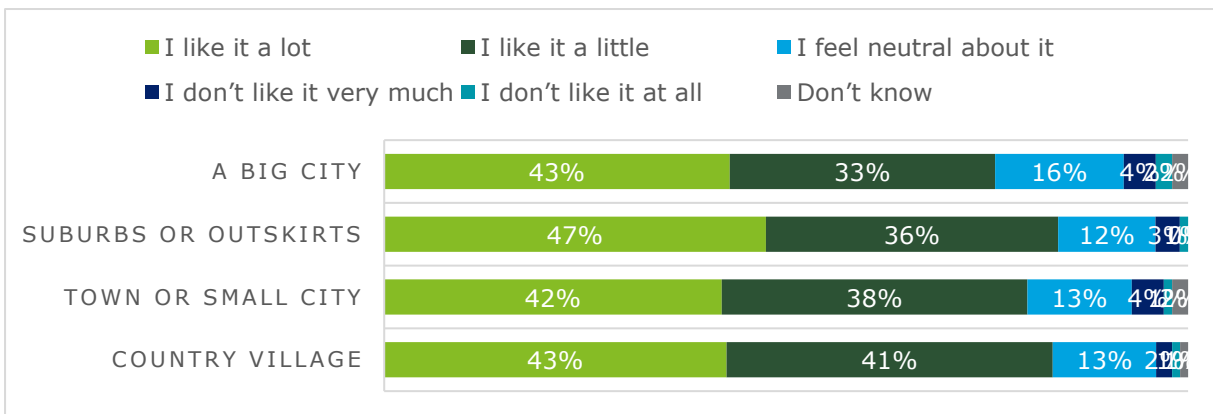
Age group: The age groups with the largest proportions of respondents who reported that they liked the clip were 18-24 (83%), 35-44 and 55-65 (80%, respectively). In the remaining age groups, 77% of those aged 45-54 and 76% of those aged 25-34 reported that they liked the clip.



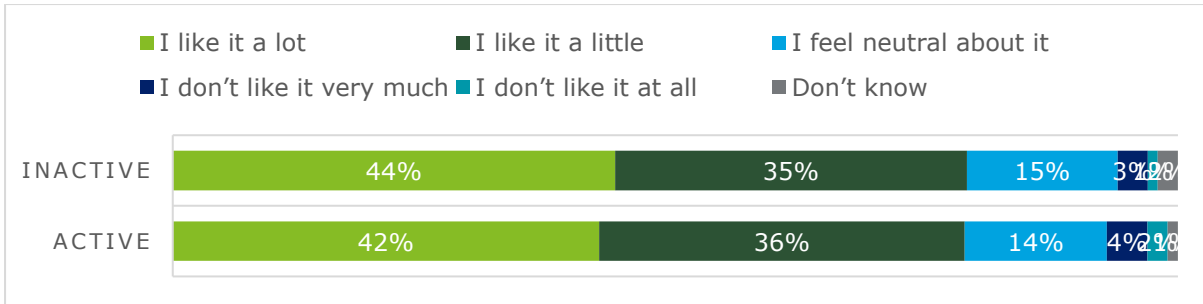
Rurality: The largest proportion of respondents who reported that they liked the clip was among those living in a mid-sized area (84%, compared with 77% in urban and rural areas, respectively).



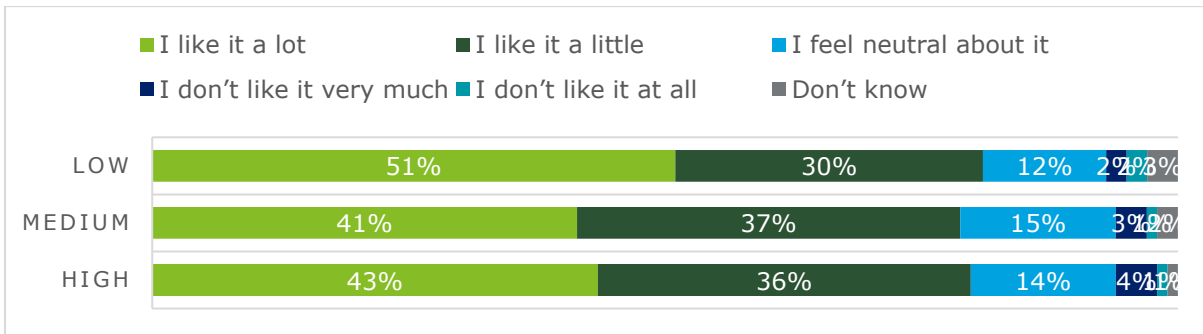
Living area: The largest proportions of respondents who reported that they liked the clip were among those living in suburbs / outskirts and country villages (83%, respectively), followed by towns / small cities (80%) and big cities (76%).



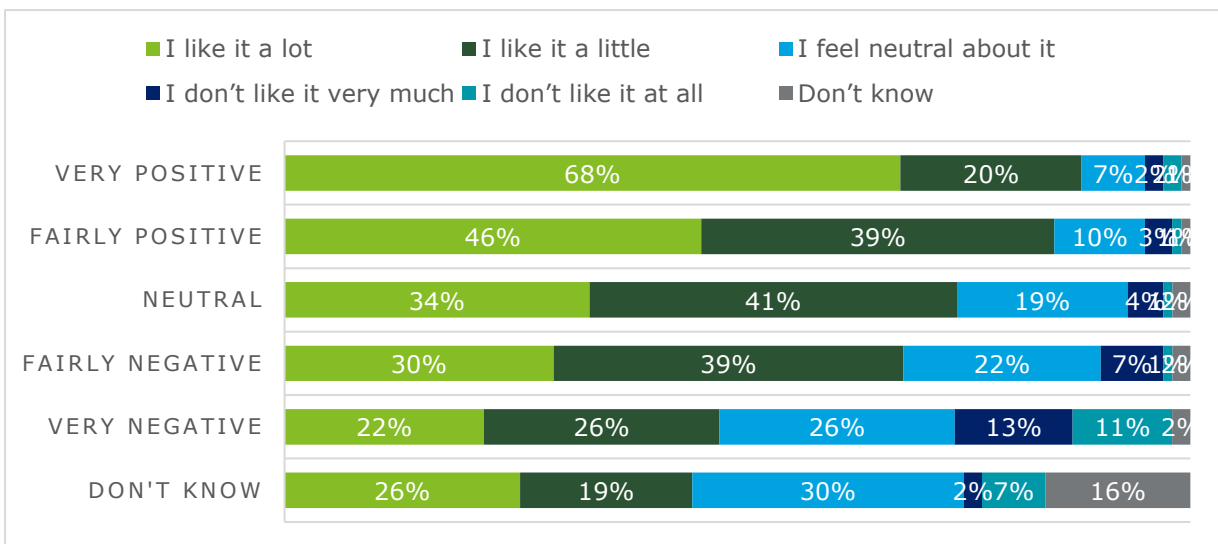
Employment status: There were no differences in proportions between active and inactive respondents who reported that they liked the clip (79%, respectively).



Education: A slightly larger proportion of respondents with a low education level reported that they liked the clip (81%) compared with those with a medium (78%) and high (79%) education level.



Attitude towards the EU: Most respondents who reported having a very positive attitude towards the EU in general also reported that they liked the clip “a lot”. By contrast, this was indicated by 34% of those who reported feeling neutral towards the EU. Larger proportions of respondents who felt neutral, fairly negative or very negative towards the EU also reported feeling neutral about the clip compared with respondents who felt very positive or fairly positive towards the EU in general.



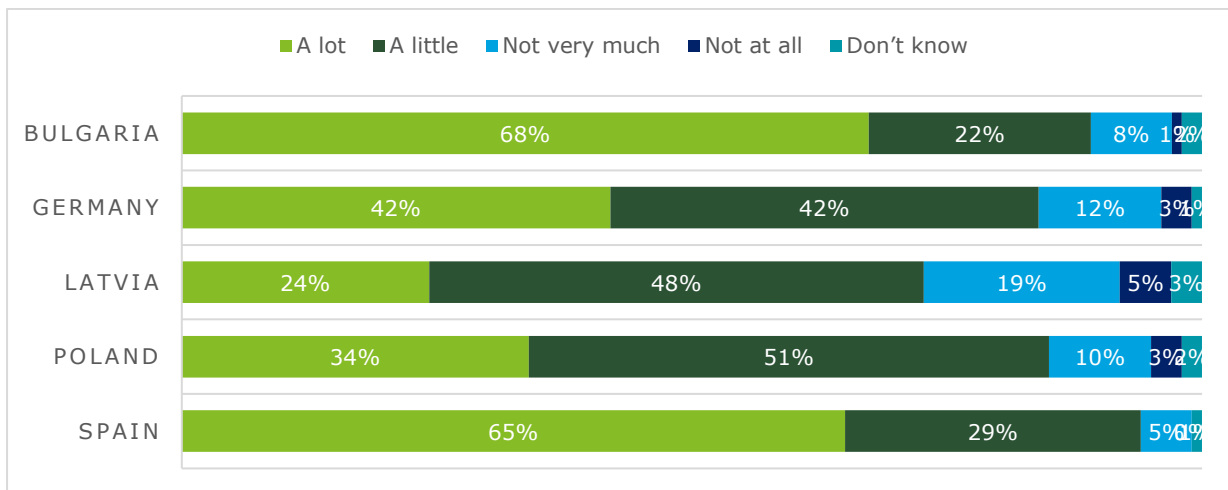
J.2.3 Whether the issues presented in the clip interested people like them

Respondents were then asked whether the issues presented in the clip interested people like them, with the following answer options:

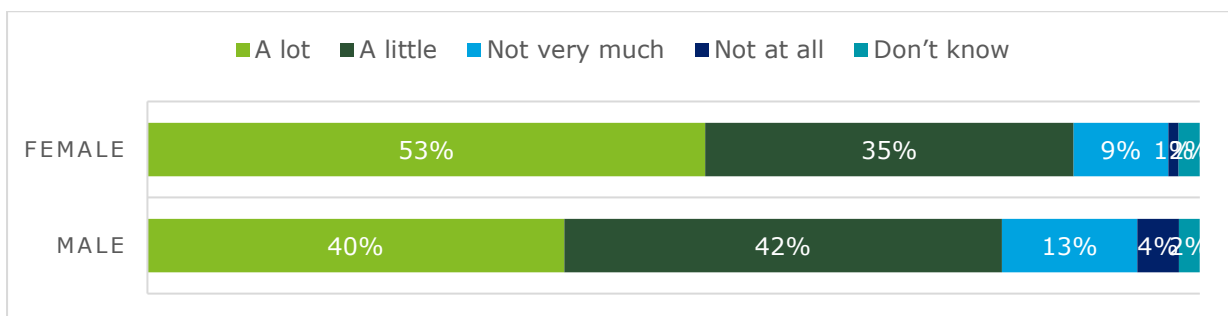
- “a lot”
- “a little”
- “not very much”
- “not at all”
- “don’t know”

Most respondents (85%) reported that the issues presented interested people like them. Almost half (47%) reported that it interested people like them “a lot”.

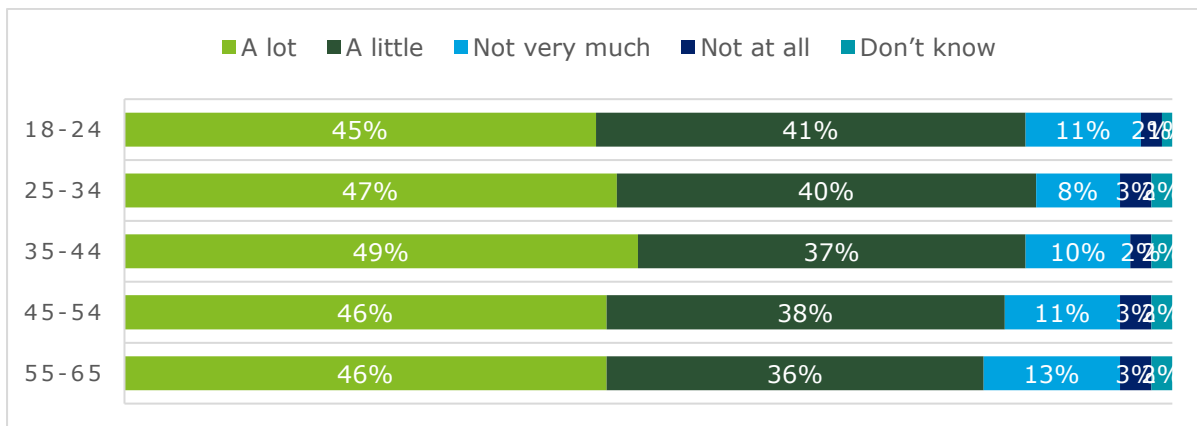
The Member States with the largest proportions of respondents who thought that the issues presented interested people like them were Spain (94%), Bulgaria (89%) and Poland (85%). The Member State with the smallest proportion of respondents who thought that the issues presented interested people like them was Latvia (73%).



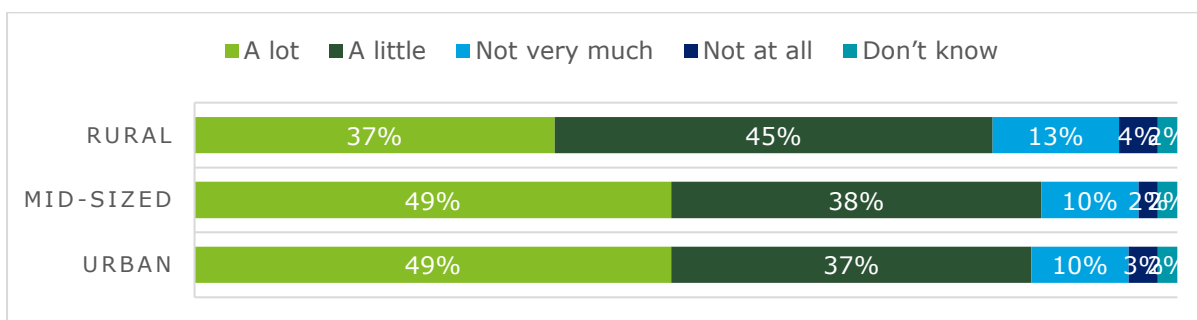
Gender: A larger proportion of female than male respondents reported that they thought the issues presented interested people like them (88% compared with 82%).



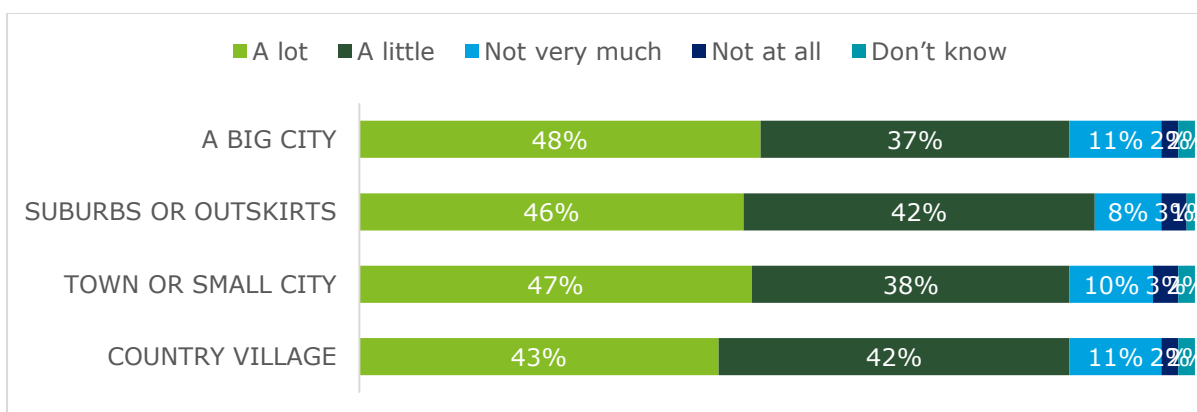
Age group: The smallest proportion of respondents who reported that they thought the issues presented interested people like them was among those aged 55-65 (82%, compared with 87% of respondents aged 25-34 and 86% of respondents aged 18-24 and 35-44, respectively).



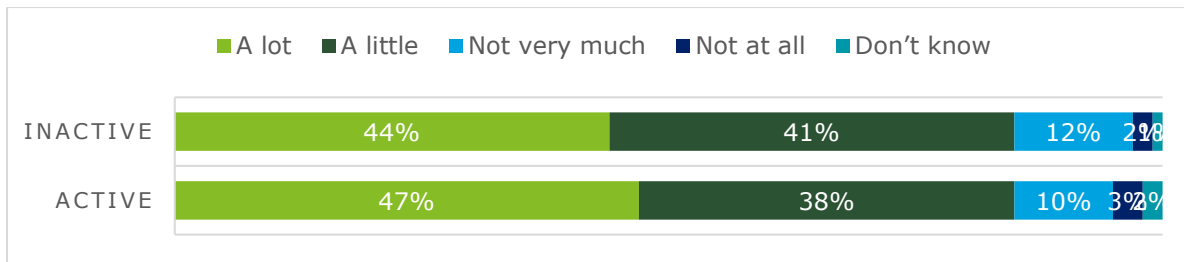
Rurality: A larger proportion of respondents from mid-sized and urban areas reported that they thought the issues presented interested people like them (86% and 85%, respectively), than those who lived in rural areas (82%).



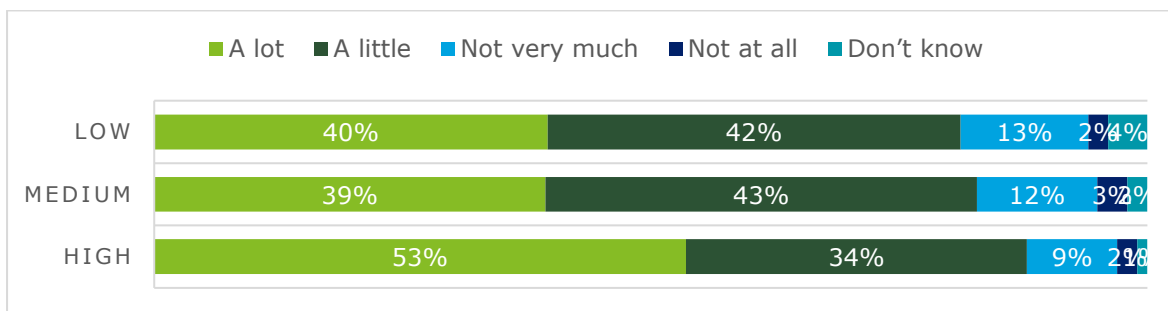
Living area: There were no notable differences in proportions between respondents who thought that the issues presented interested people like them by living area: 85%, respectively, of those who lived in a big city, town / small city or country village, and 87% of those who lived in suburbs / outskirts.



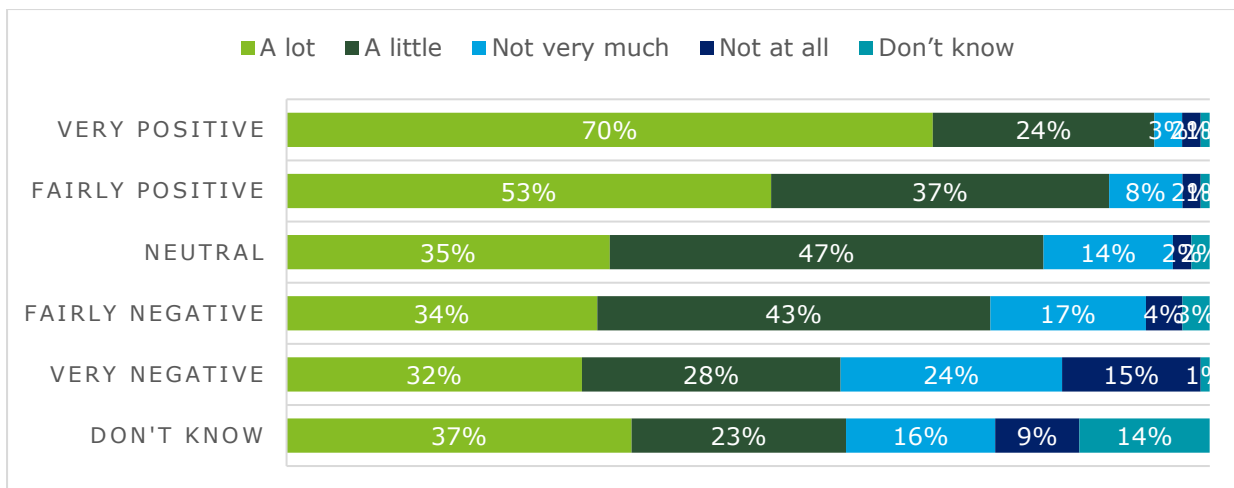
Employment status: There was no difference in proportions between active and inactive respondents who reported that they felt that the issues presented interested people like them (85%, respectively).



Education: A larger proportion of respondents with a high education level reported that they felt the issues presented interested people like them (87%) compared with those with a medium and low education level (82%, respectively).



Attitude towards the EU: A markedly larger proportion of respondents who felt very positive or fairly positive towards the EU reported that the issues presented interested people like them (94% and 90%, respectively) compared with those with a neutral, fairly negative, or very negative attitude towards the EU (82%, 77% and 60%, respectively).



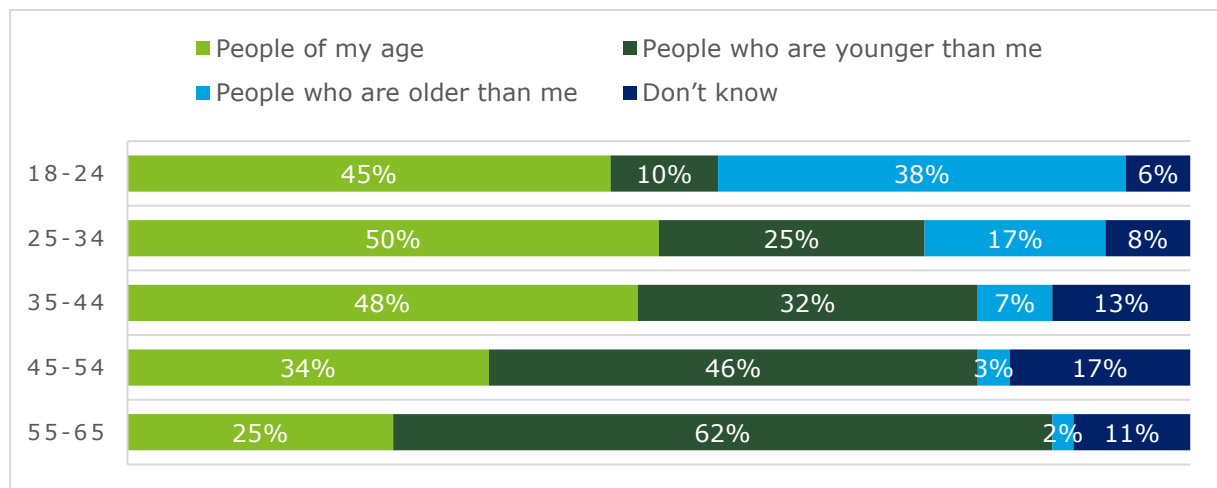
J.2.4 Who respondents thought the clip was for

Respondents were then asked who they thought the video clip was for, with the following answer options:

- “people of my age”
- “people who are younger than me”
- “people who are older than me”
- “don't know”

40% of respondents reported that they thought the clip was for people of their age, and 37% of respondents reported that they thought it was for people younger than them.

The age groups with the largest proportions of respondents who reported that they thought that the clip was for people of their age were 25-34 (50%), 35-44 (48%) and 18-24 (45%). 62% of those aged 55-65 and 46% of those aged 45-54 reported that they thought that it was for people who were younger than them, while 38% of those aged 18-24 reported that they thought that it was for people older than them.



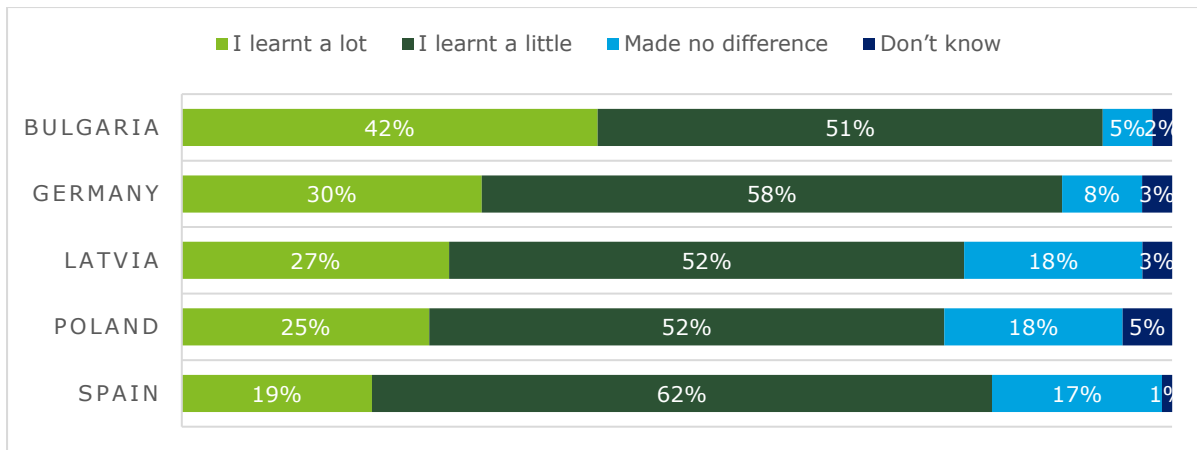
J.2.5 Whether respondents learnt anything new from the clip

Respondents were then asked whether they had learnt anything new from the clip they viewed, with the following answer options:

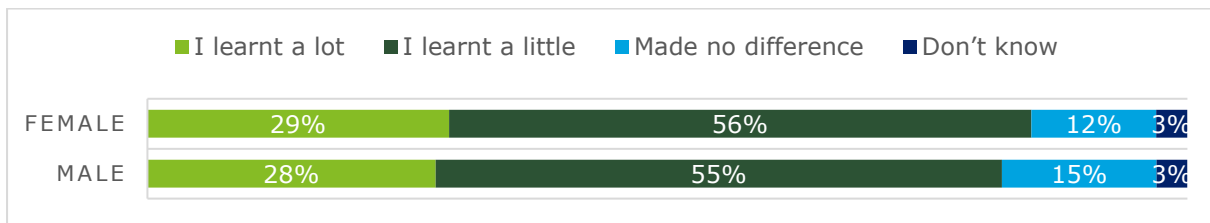
- “I learnt a lot”
- “I learnt a little”
- “Made no difference”
- “Don’t know”

Most respondents (84%) reported that they had learnt something new from the clip, of which 55% reported that they had learnt “a little” and 29% that they had learnt “a lot”. 13% of all respondents reported that the clip had made no difference.

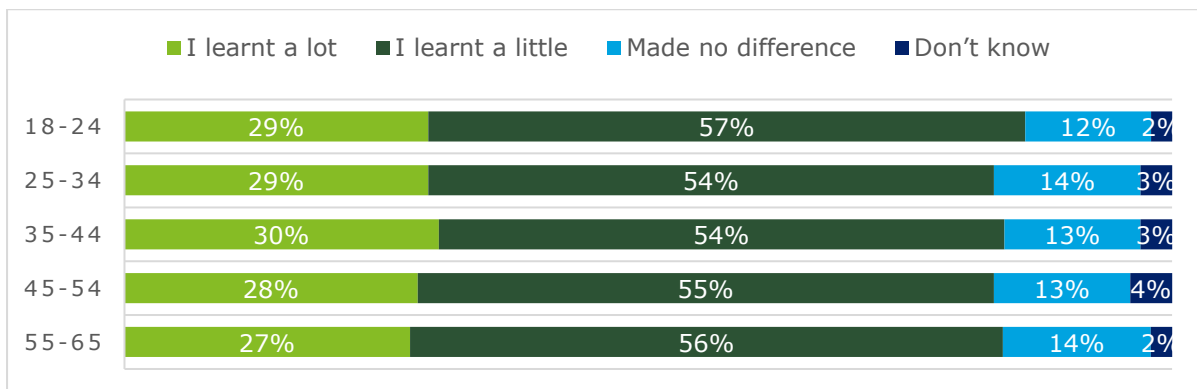
The Member States with the largest proportions of respondents who reported that they had learnt something new from the clip were Bulgaria (93%), Germany (88%) and Spain (81%). The Member States with the largest proportions of respondents who reported that the clip had made no difference were Latvia and Poland (18%, respectively).



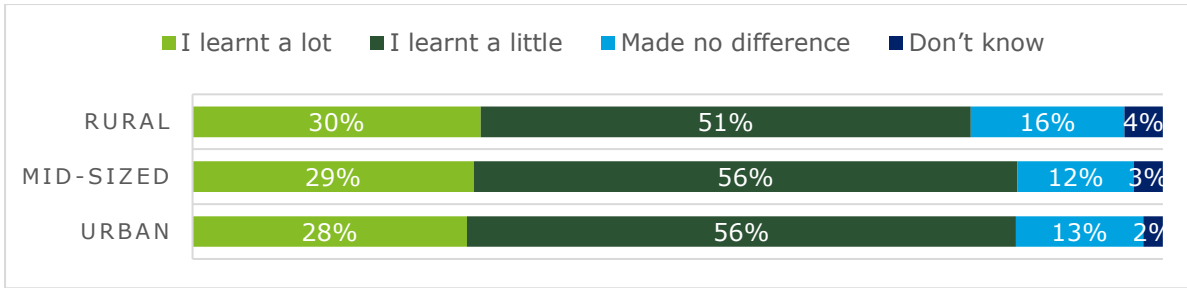
Gender: Similar proportions of male and female respondents reported that they had learnt something new from the clip (83% and 85%, respectively). Of these, 28% of male respondents and 29% of female respondents reported that they had learnt “a lot”.



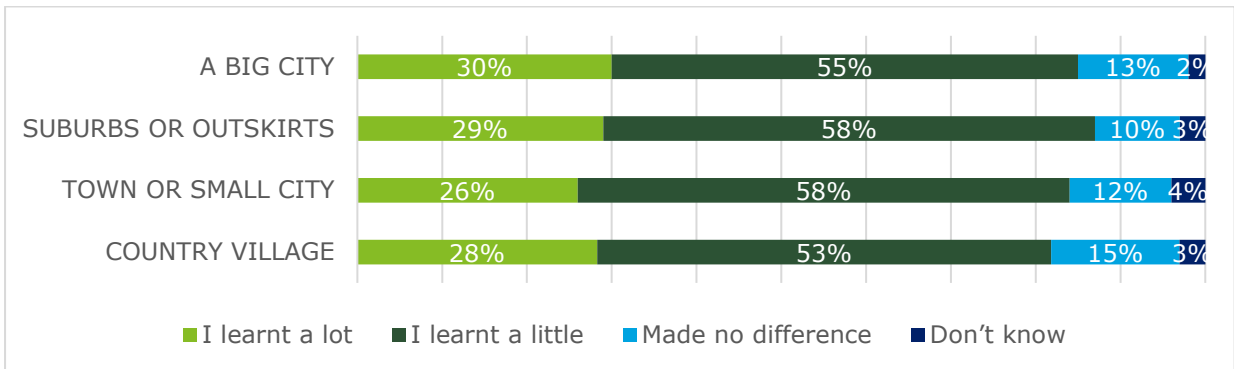
Age group: There were no notable differences in responses between age groups. The age group with the slightly largest proportion of respondents who reported that they had learnt something new from the clip were 18-24-year olds (86%), followed by those aged 35-44 (84%). In the remaining age groups, 83% of respondents reported that they had learnt something new from the clip.



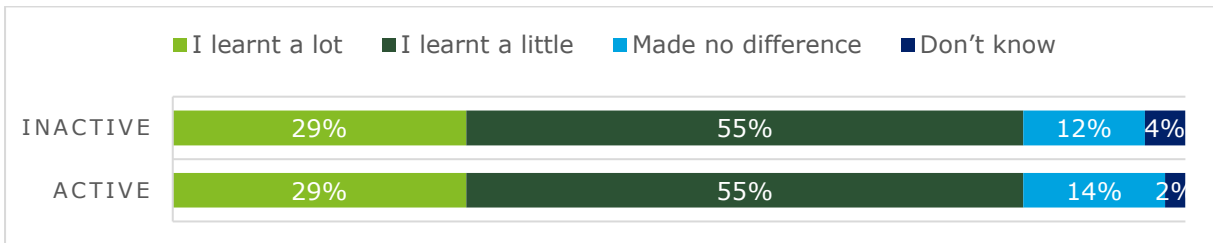
Rurality: A smaller proportion of respondents from rural areas reported that they had learnt something new from the clip (81%) than those from mid-sized (85%) and urban (84%) areas.



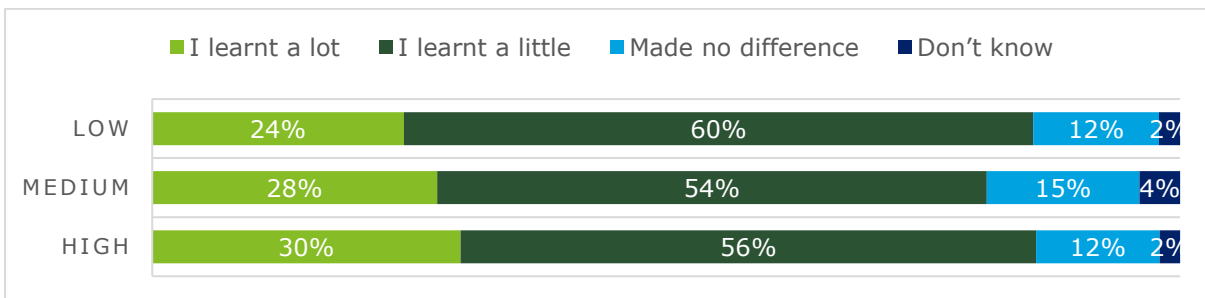
Living area: A larger proportion of respondents from suburbs / outskirts and big cities (87% and 85%, respectively) reported that they had learnt something new from the clip compared with those from towns / small cities and country villages (84% and 81%, respectively).



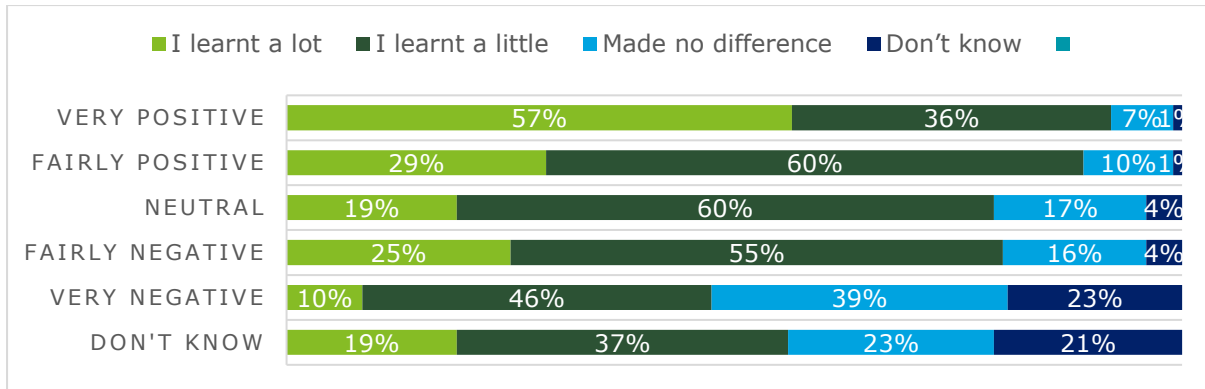
Employment status: There was no difference in proportions between active and inactive respondents who reported that they had learnt something new from the clip (84%, respectively).



Education: A slightly larger proportion of respondents with a high education level (86%) reported that they had learnt something new from the clip compared with those with a medium (84%) and low (82%) education level.



Attitude towards the EU: Notably larger proportions of respondents who felt very positive or fairly positive towards the EU reported that they had learnt something new from the clip (93% and 89%, respectively) compared with those who reported feeling neutral (79%), fairly negative (80%) or very negative (56%) towards the EU.



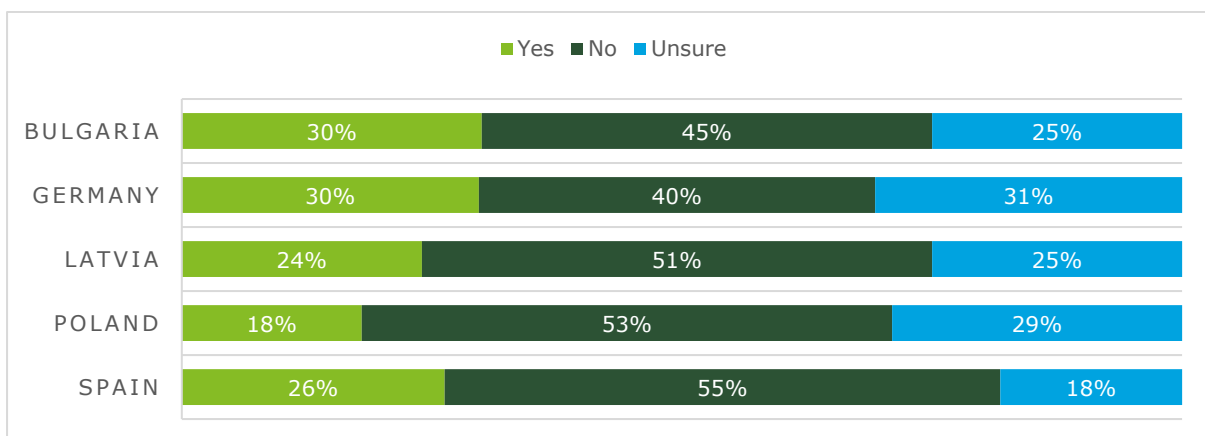
J.2.6 Whether respondents knew which organisation made the clip

Respondents were then asked whether they knew which organisation made the clip, with the following answer options:

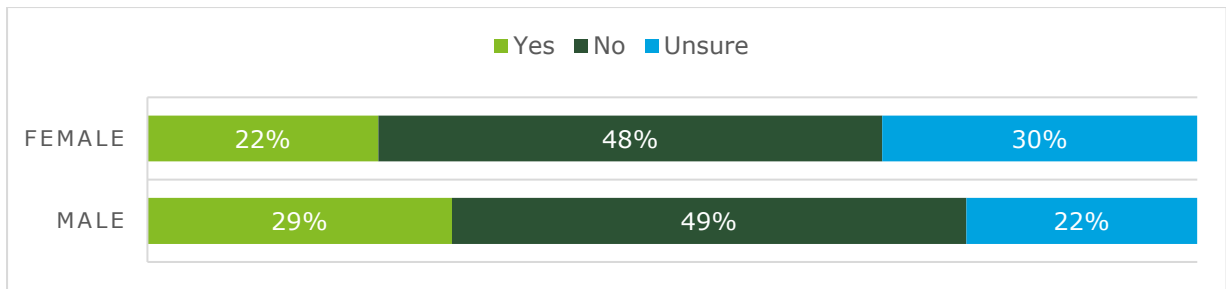
- “yes”
- “no”
- “unsure”

Almost half of all respondents reported that they did not know which organisation made the clip (49%) and another 26% were unsure.

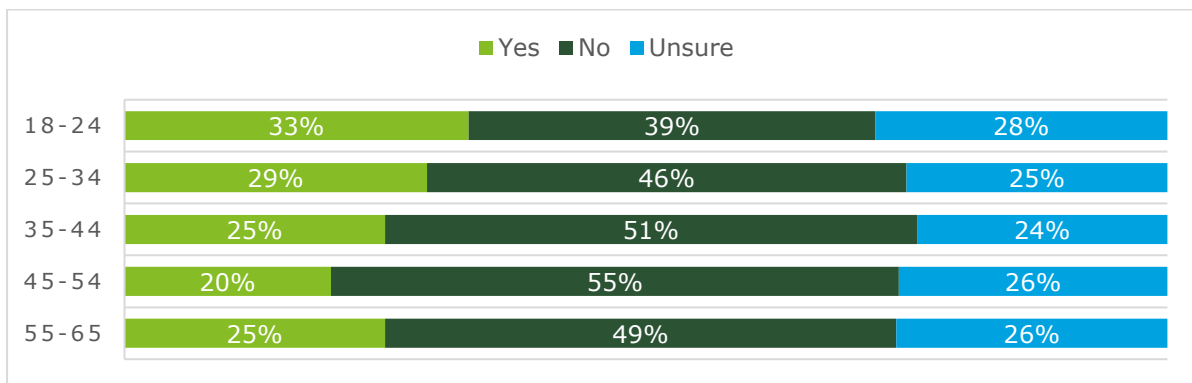
The Member States with the largest proportions of respondents who reported that they knew which organisation made the clip were Bulgaria and Germany (30%, respectively), followed by Spain (26%). The Member States with the largest proportions of respondents who indicated that they did not know or were unsure were Poland (82%) and Latvia (76%).



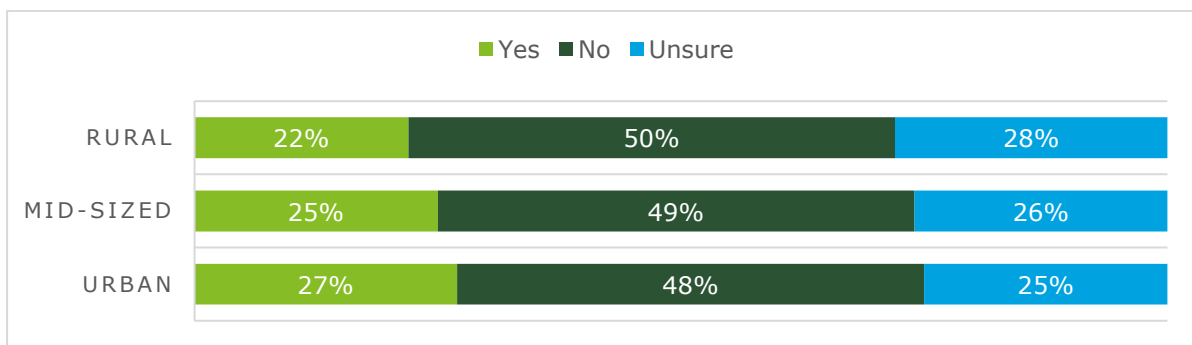
Gender: A larger proportion of female than male respondents reported that they did not know or were unsure which organisation made the clip (78% compared with 71%).



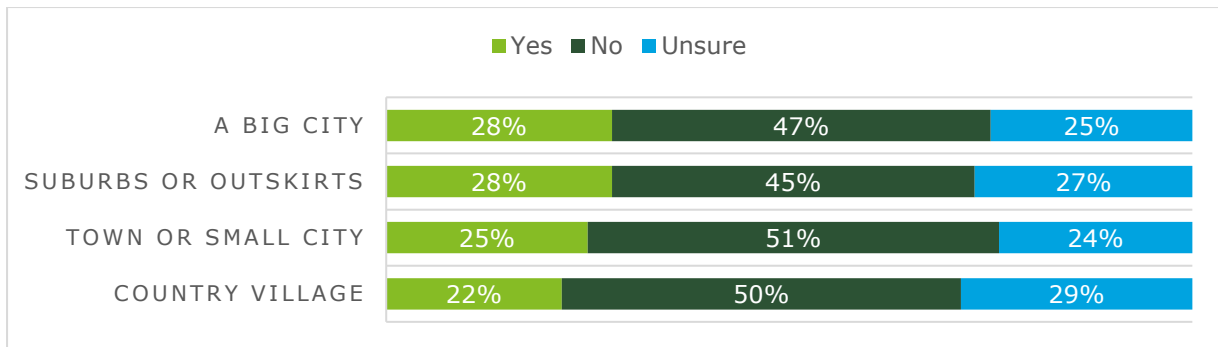
Age group: A larger proportion of 18-24-year olds reported that they did not know or were unsure which organisation made the clip (67%) compared with those aged 45-54 and 55-65 (65%, respectively), 25-34 (64%) and 35-44 (63%).



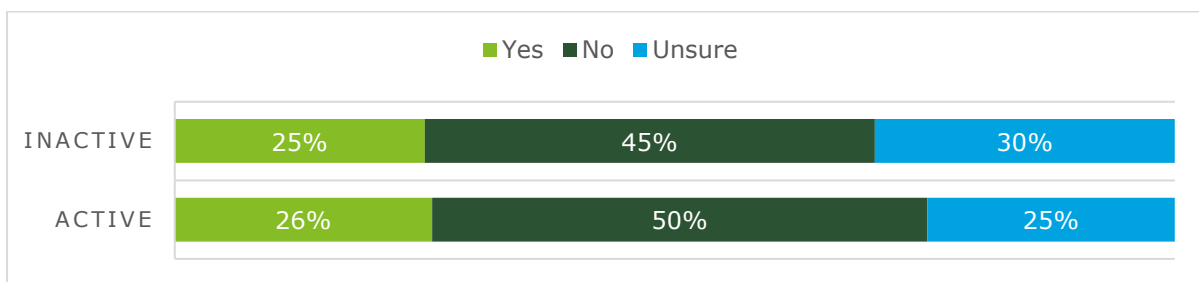
Rurality: A larger proportion of respondents from rural areas reported that they did not know or were unsure which organisation made the clip (78%) compared with those from mid-sized (75%) and urban (73%) areas.



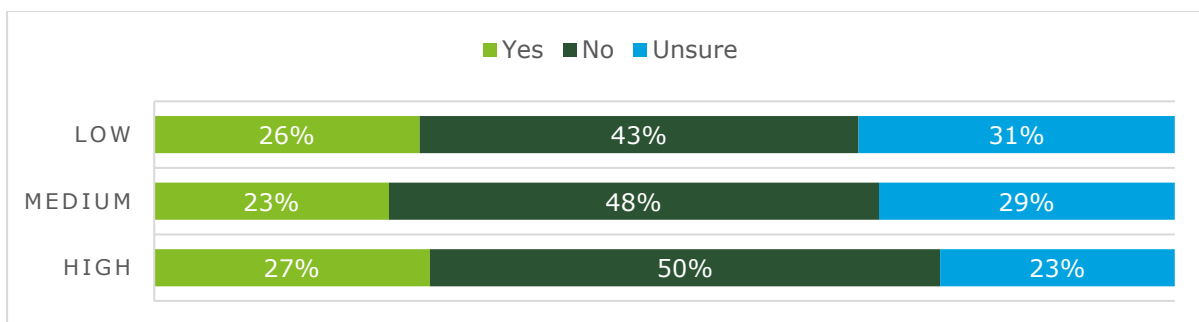
Living area: The largest proportion of respondents who reported that they did not know or were unsure which organisation made the clip was from a country village (79%), followed by those from towns / small cities (75%) and suburbs / outskirts and big cities (72%, respectively).



Employment status: There was no difference in proportions between active and inactive respondents who reported that they did not know or were unsure which organisation made the clip (75%, respectively).



Education: There were no notable differences between respondents with a low and high education level who reported that they did not know or were unsure which organisation made the clip (74% and 73%, respectively). 77% of respondents with a medium education level reported that they did not know or were unsure which organisation made the clip.



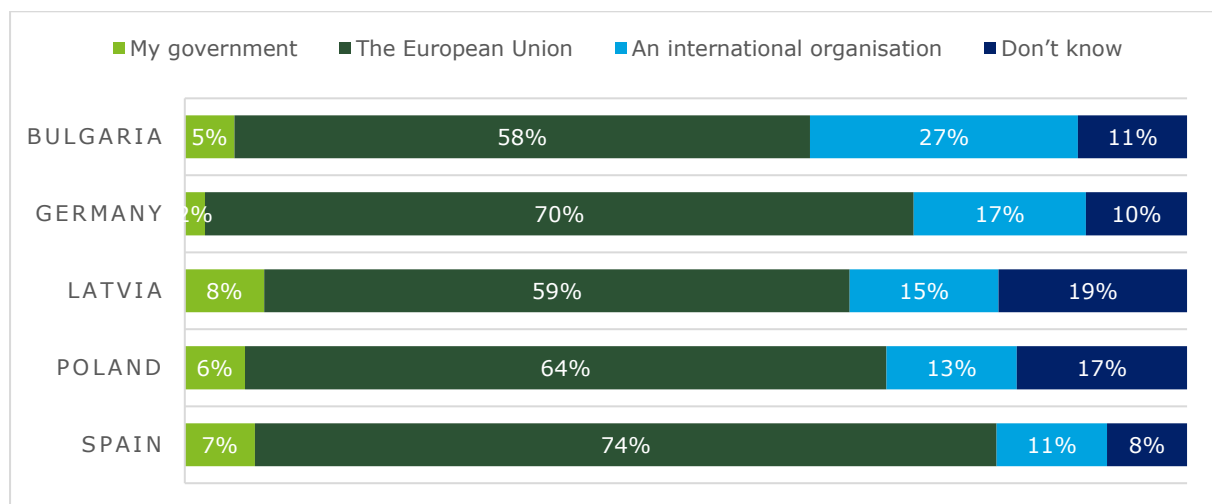
J.2.7 Whether their government, the EU or an international organisation made the clip

Respondents were then asked again whether they knew which organisation made the clip with a selection of prompts:

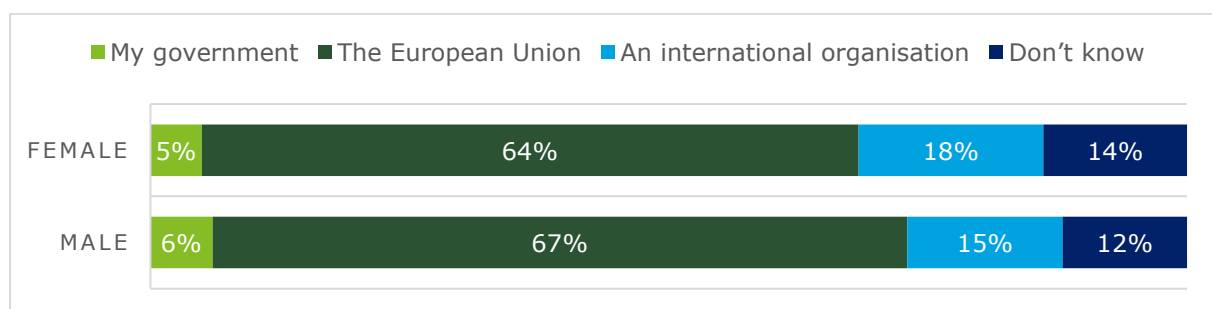
- “my government”
- “the European Union”
- “an international organisation”
- “don’t know”

65% of all respondents correctly identified the European Union as the author of the clip. 16% reported that it was an international organisation and another 13% reported that they did not know.

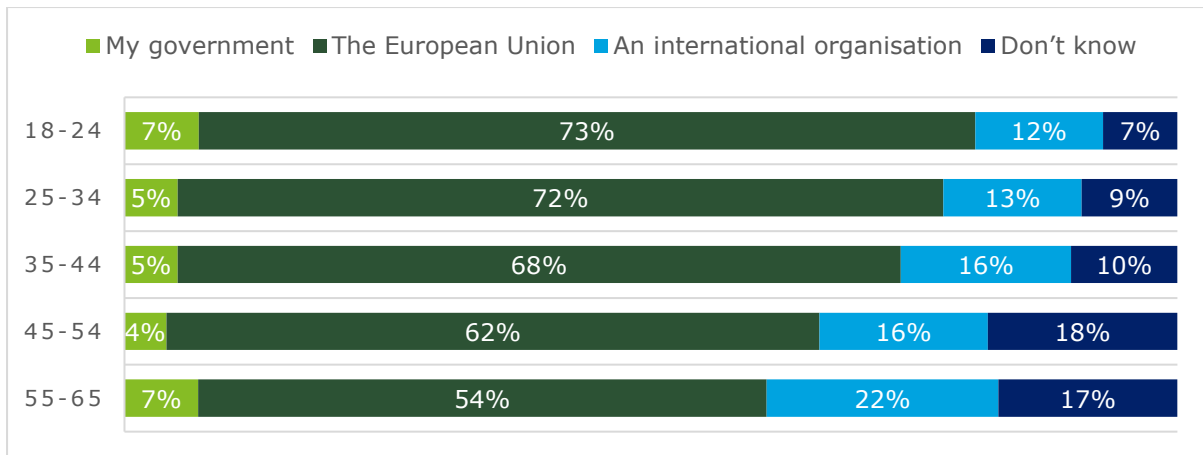
The Member States with the largest proportions of respondents who identified the European Union as the author of the clip were Spain (74%) and Germany (70%). The Member States with the smallest proportions of respondents who identified the European Union as the author of the clip were Bulgaria (58%, another 27% indicated that the author was an international organisation) and Latvia (59%, another 19% indicated that they did not know and 15% indicated that it was an international organisation).



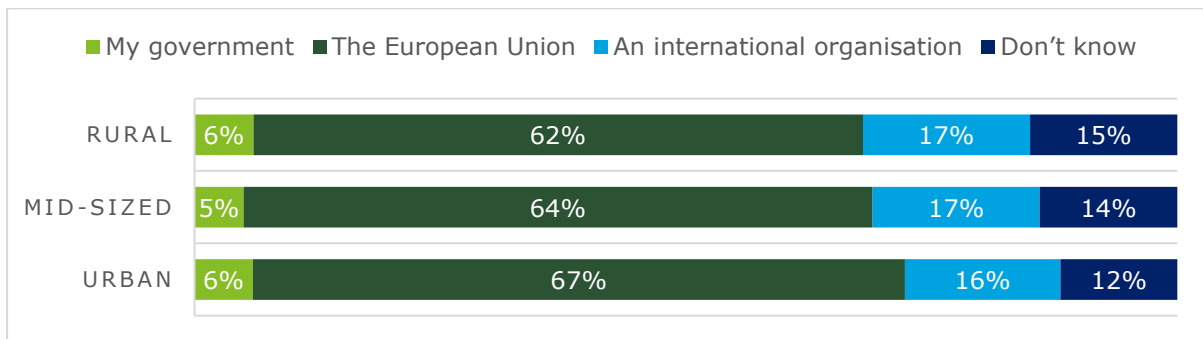
Gender: A slightly larger proportion of male than female respondents correctly identified the European Union as the author of the clip (67% compared with 64%). 18% of female and 15% of male respondents reported that the author was an international organisation.



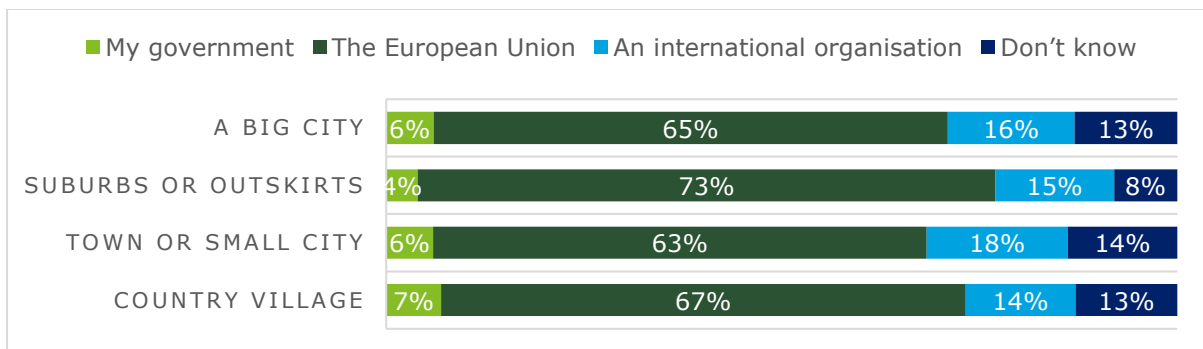
Age group: The age group with the largest proportion of respondents who correctly identified the European Union as the author of the clip were 18-24- year olds (73%) compared with 54% of 55-65-year olds. 16%, respectively, of those aged 35-44 and 45-54, and 13% of those aged 25-34 indicated that an international organisation was the author of the clip, while a further 18% of those aged 45-54 and 17% of those aged 55-65 indicated that they did not know which organisation made the clip.



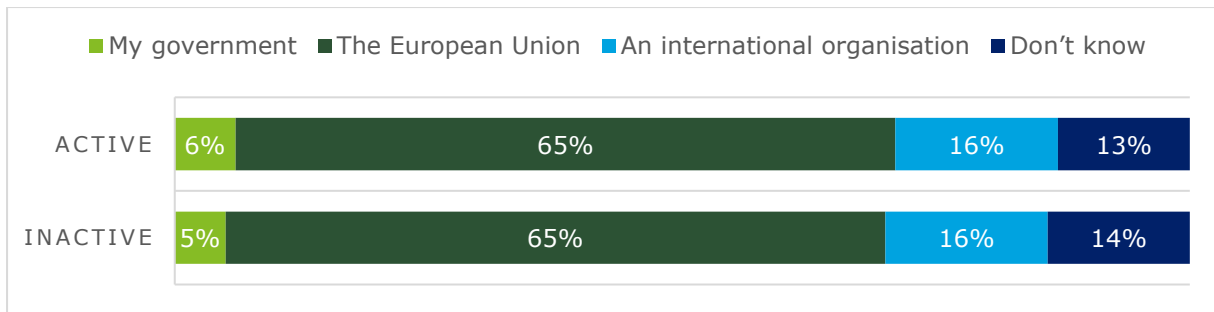
Rurality: A larger proportion of respondents from urban areas (67%) identified the European Union as the author of the clip than those from mid-sized (64%) and rural (62%) areas.



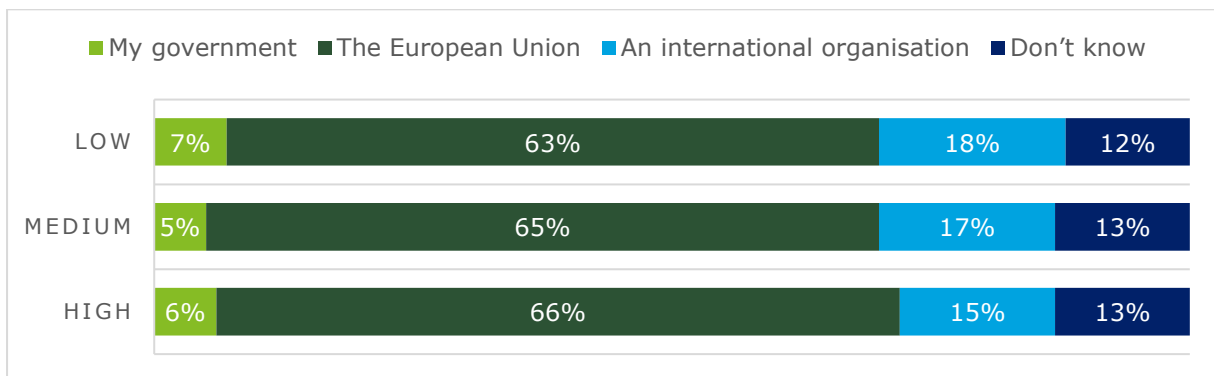
Living area: The largest proportion of respondents who identified the European Union as the author of the clip was among those living in suburbs / outskirts (73%), followed by those living in country villages (67%). 63% of respondents living in towns / small cities and 65% of those living in big cities identified the European Union as the author of the clip.



Employment status: There were no differences in proportions between active and inactive respondents who identified the European Union as the author of the clip (65%, respectively).



Education: 63% of respondents with low, 65% of respondents with medium and 66% of respondents with high education levels identified the European Union as the clip.



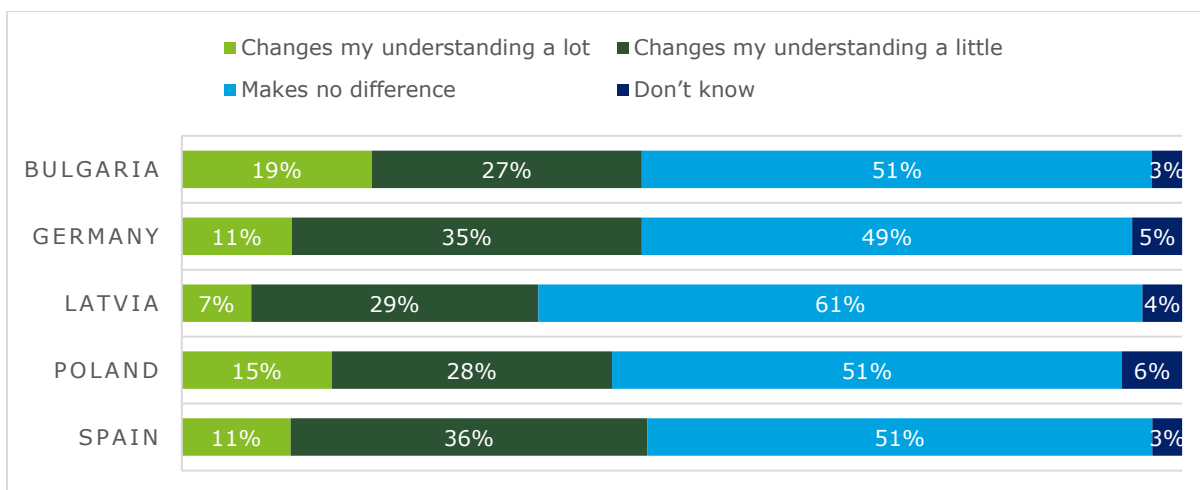
J.2.8 Whether the clip changed respondents' understanding of the EU

Respondents were then informed that the EU had made the clip and asked whether this changed their understanding of the EU. The answer options were as follows:

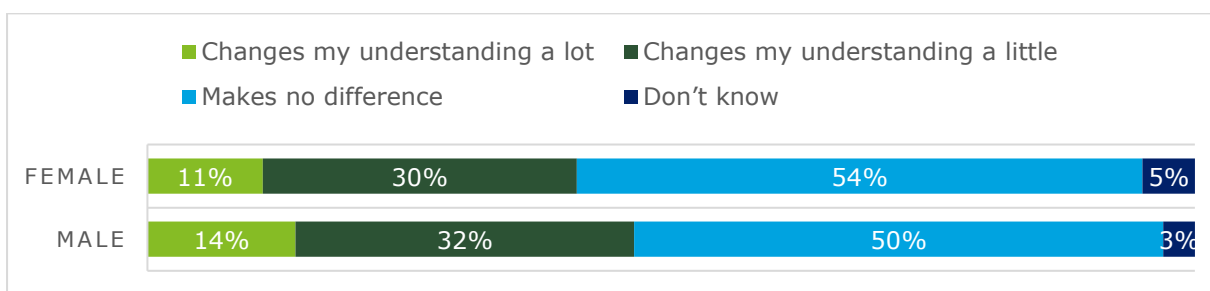
- “changes my understanding a lot”
- “changes my understanding a little”
- “makes no difference”
- “don't know”

Most respondents (52%) reported that this made no difference to their understanding of the EU. 31% reported that it changed their understanding “a little”, and 13% that it changed their understanding “a lot”.

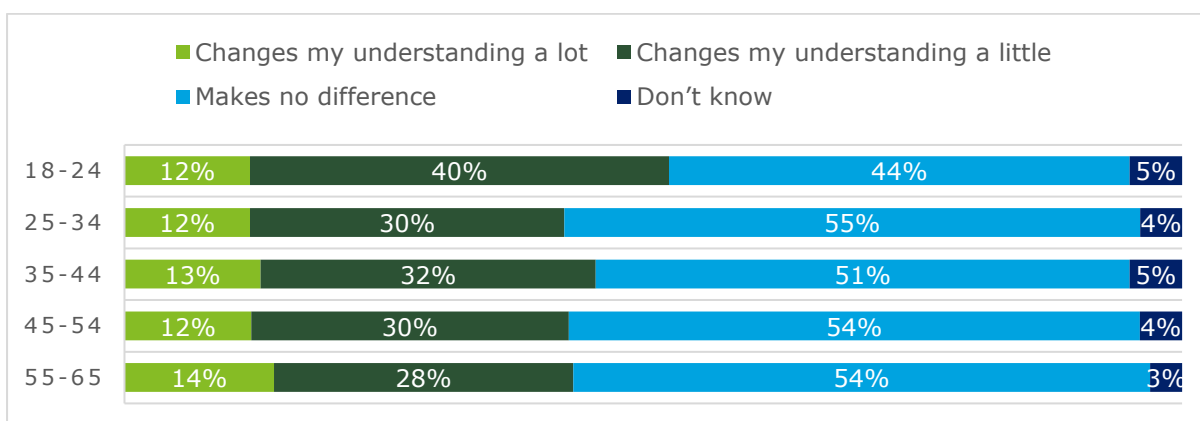
The Member State with the largest proportion of respondents who indicated that this made no difference to their understanding of the EU was Latvia (61%). The Member States with the largest proportions of respondents who reported that this changed their understanding of the EU were Germany and Spain (46% and 47%, respectively), followed by Poland (43%).



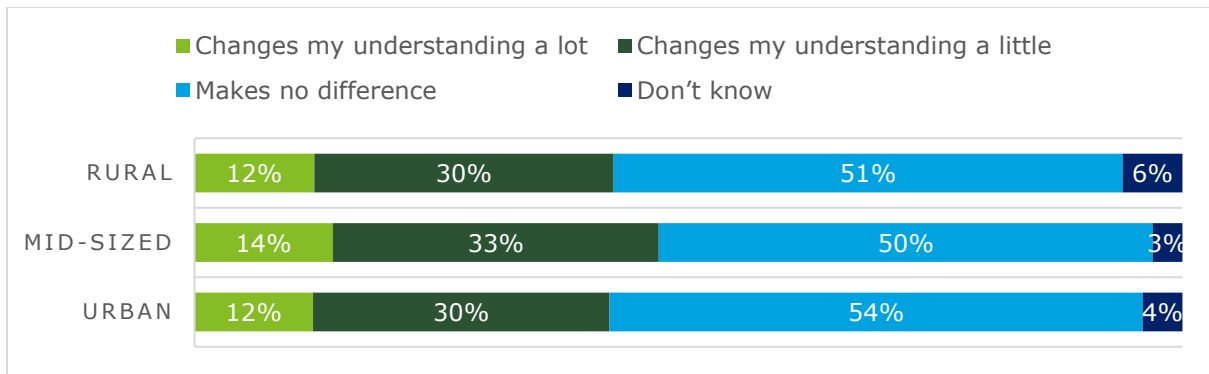
Gender: A larger proportion of male than female respondents reported that this changed their understanding of the EU (46%, of which 32% “a little” and 14% “a lot”, compared with 41%, of which 30% “a little” and 11% “a lot”). Half of male respondents and 54% of female respondents indicated that this made no difference.



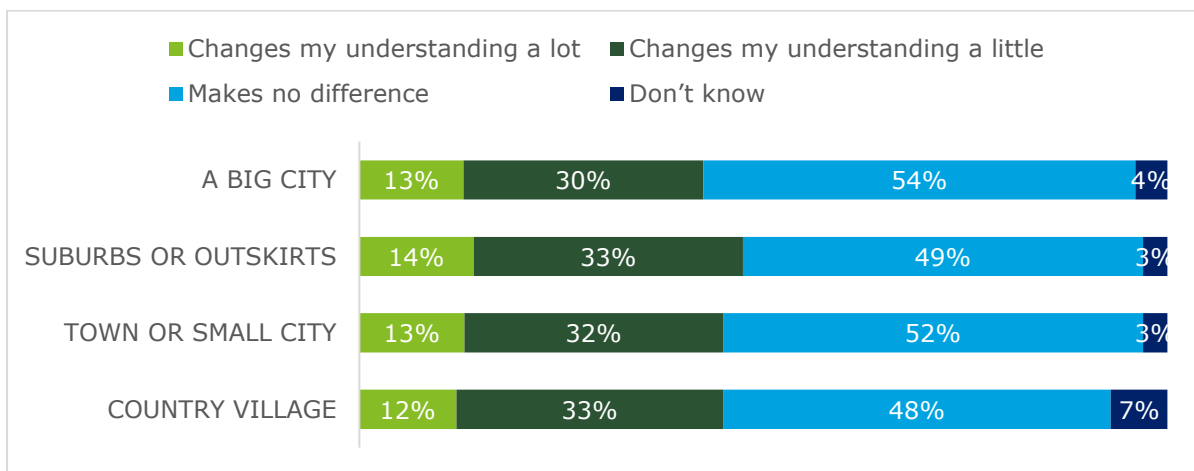
Age group: More than half of the respondents in the 18-24 age group reported that this changed their understanding of the EU (52%). In the remaining age groups, most respondents reported that it made no difference.



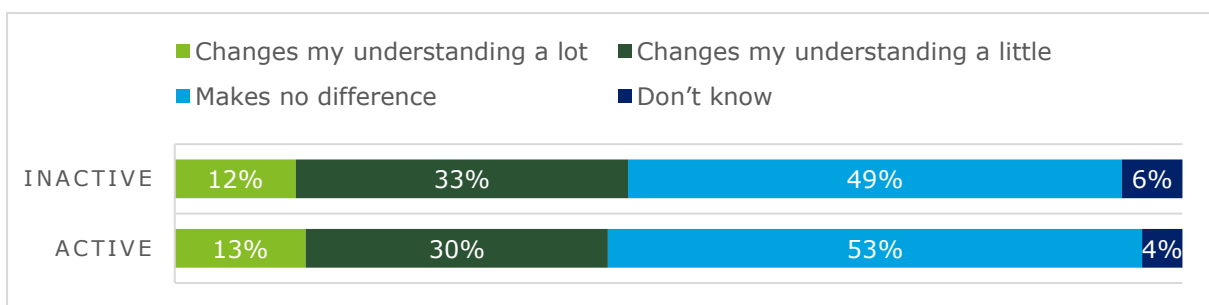
Rurality: In all areas, more than half of the respondents indicated that this made no difference to their understanding of the EU. A larger proportion of respondents from mid-sized areas reported that it changed their understanding of the EU than those from urban and rural areas (47%, compared with 42%, respectively).



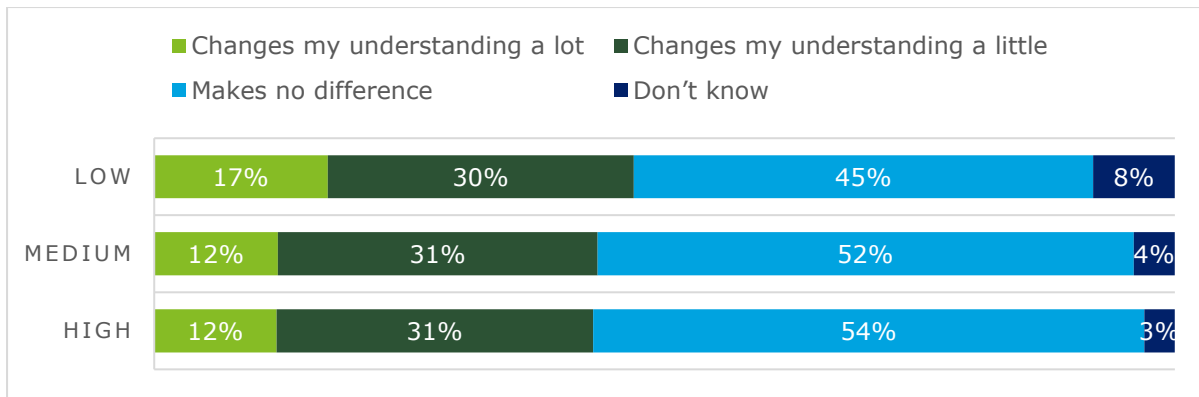
Living area: 47% of respondents living in suburbs / outskirts reported that this changed their understanding of the EU, compared with 45%, respectively, in towns / small cities and country villages, and 43% in big cities.



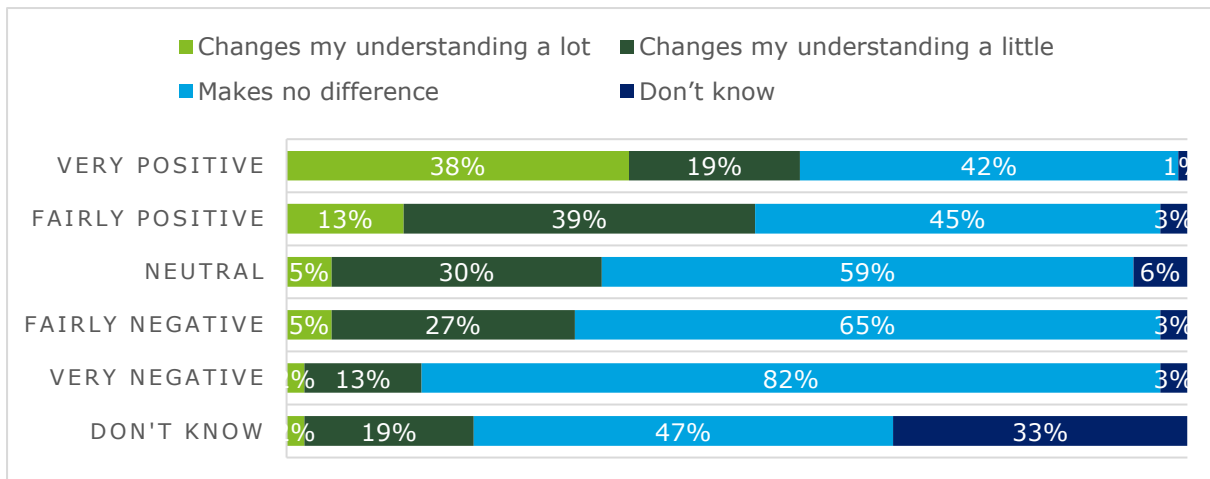
Employment status: A slightly larger proportion of inactive than active respondents reported that the clip changed their understanding of the EU (43% compared with 45%). 53% of active and 49% of inactive respondents reported that this made no difference.



Education: A larger proportion of respondents with low education levels reported that this changed their understanding of the EU than those with a medium and high education level (47% compared with 43%, respectively). 45% of respondents with a low education level and more than half of respondents with a medium and high education level (52% and 54%, respectively) reported that this made no difference.



Attitude towards the EU: More than half of the respondents who reported feeling very positive or fairly positive towards the EU reported that the clip changed their understanding of the EU. By contrast, 35% of respondents who reported feeling neutral and 32% who reported feeling fairly negative reported the same. 82% of respondents who reported feeling very negative towards the EU reported that the clip made no difference to their understanding of the EU.



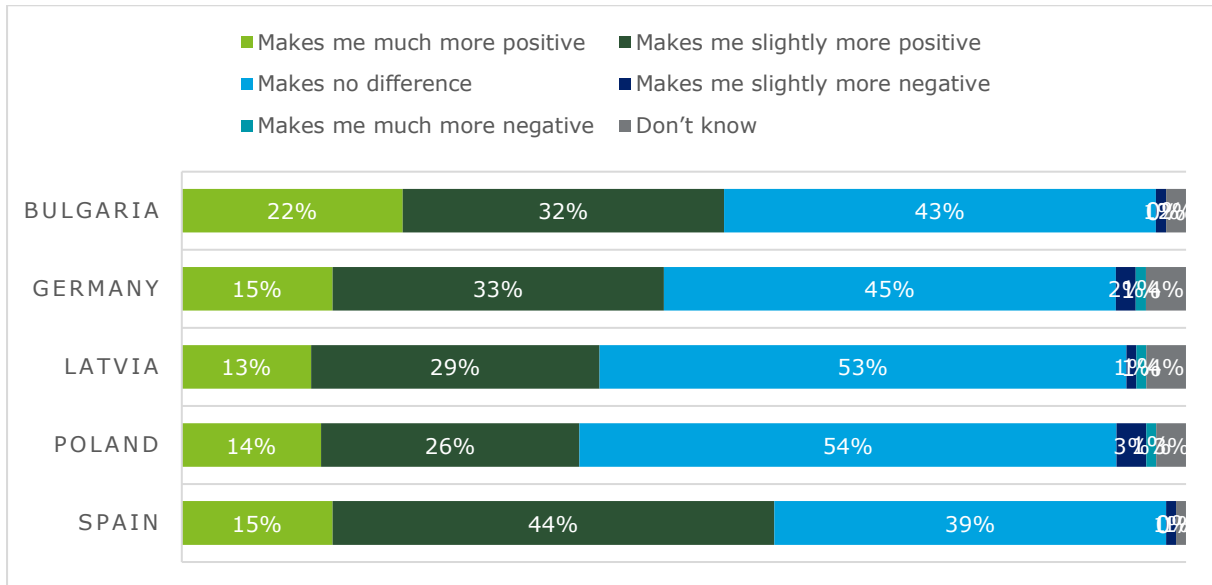
J.2.9 What difference, if any, the clip made to respondents' feelings about the EU

Respondents were then asked what difference, if any, the clip made to their feelings about the EU, with the following answer options:

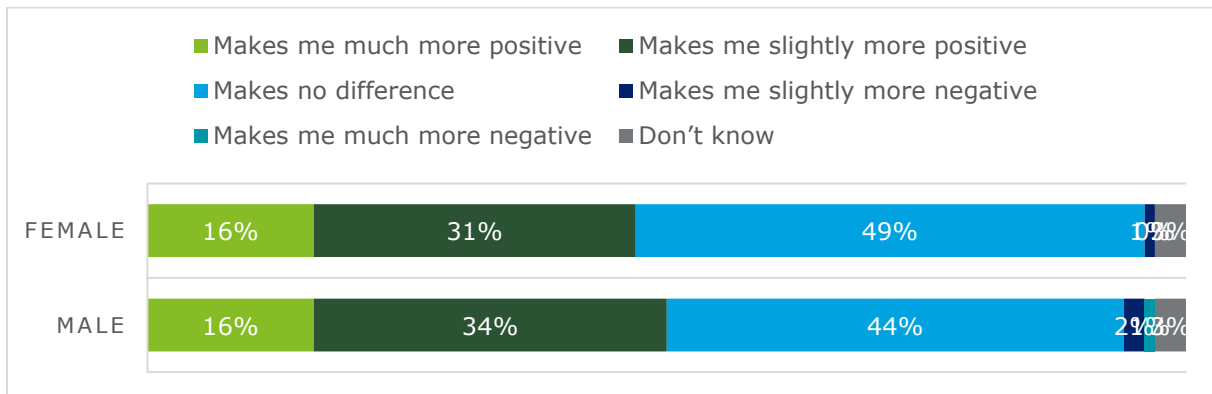
- “makes me much more positive”
- “makes me slightly more positive”
- “makes no difference”
- “makes me slightly more negative”
- “makes me much more negative”
- “don't know”

Responses were split between those who reported that the clip made them feel more positive about the EU (48%) and those who reported that it made no difference (47%). 2% of all respondents reported that it made them feel more negative about the EU.

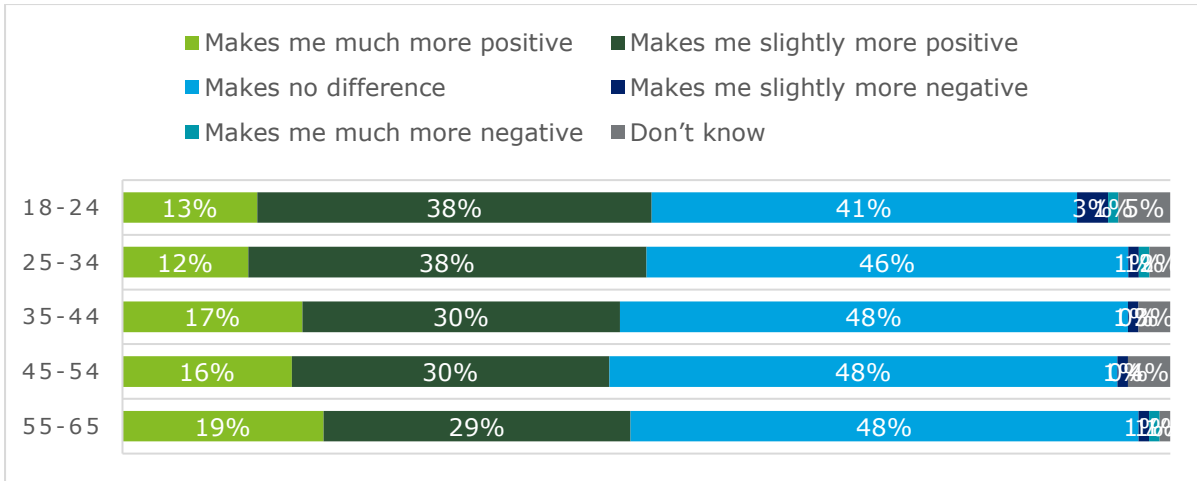
The Member States with the largest proportions of respondents who reported that the clip made them feel more positive about the EU were Spain and Bulgaria (59% and 54%, respectively). The Member States with the largest proportions of respondents who reported that the clip made no difference to their feelings about the EU were Poland and Latvia (54% and 53%, respectively).



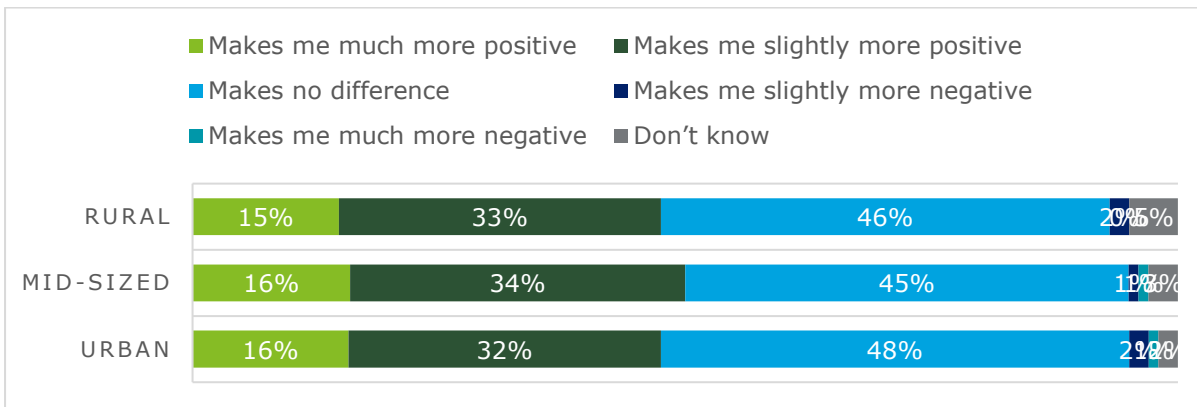
Gender: A slightly larger proportion of male than female respondents reported that the clip made them feel more positive about the EU (50% compared with 47%). 44% of male respondents and 49% of female respondents reported that it made no difference.



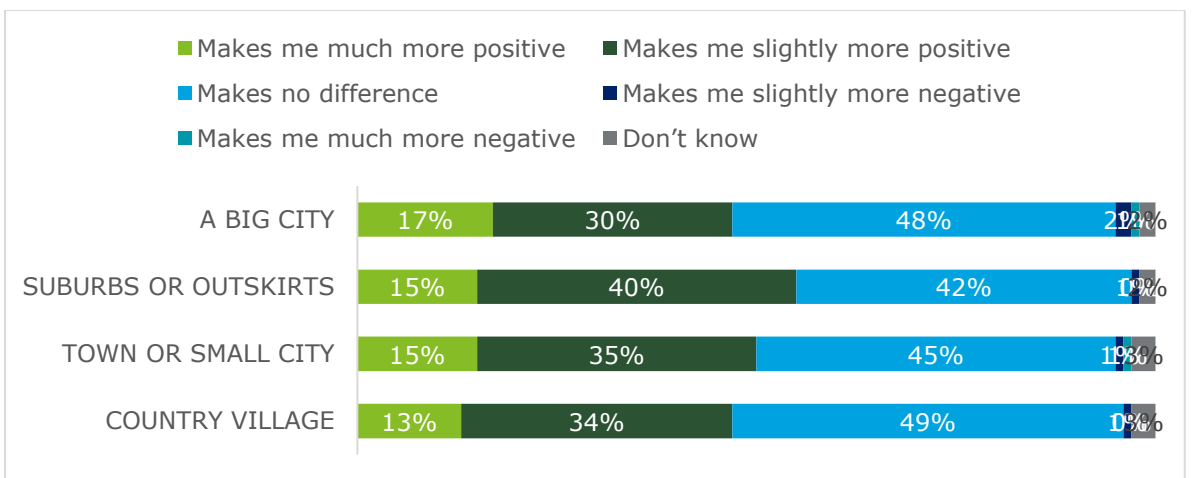
Age group: Half of the respondents in the 18-24 and 25-34 age groups reported that the clip made them feel more positive about the EU (51% and 50%, respectively), compared with 48%, respectively, of those aged 35-44 and 55-65, and 46% of those aged 45-54.



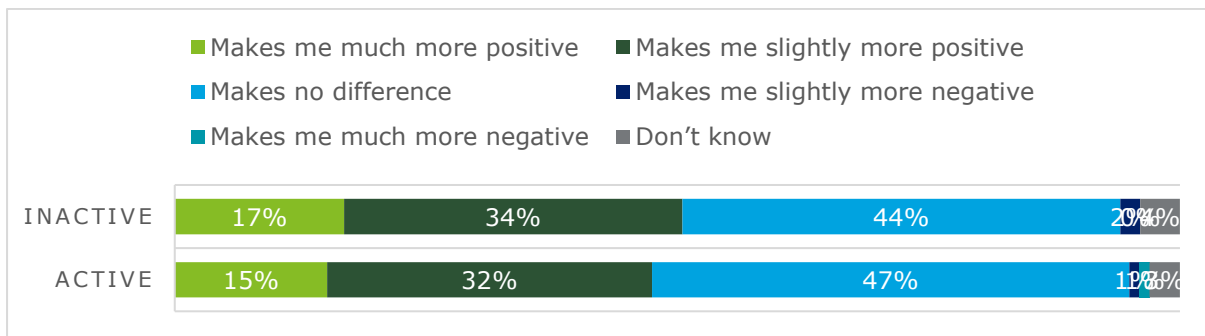
Rurality: The smallest proportion of respondents who reported that the clip made them feel more positive about the EU were from rural areas (47%), compared with 48% of those from urban, and 51% of those from mid-sized areas.



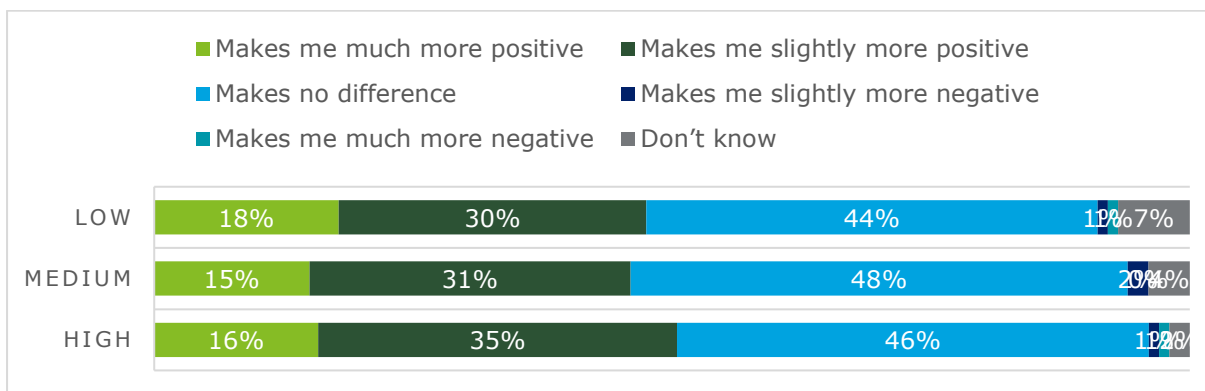
Living area: 47%, respectively, of respondents from a big city or country village reported that the clip made them feel more positive about the EU, compared with 50% of respondents living in towns / small cities and 55% of those living in suburbs / outskirts.



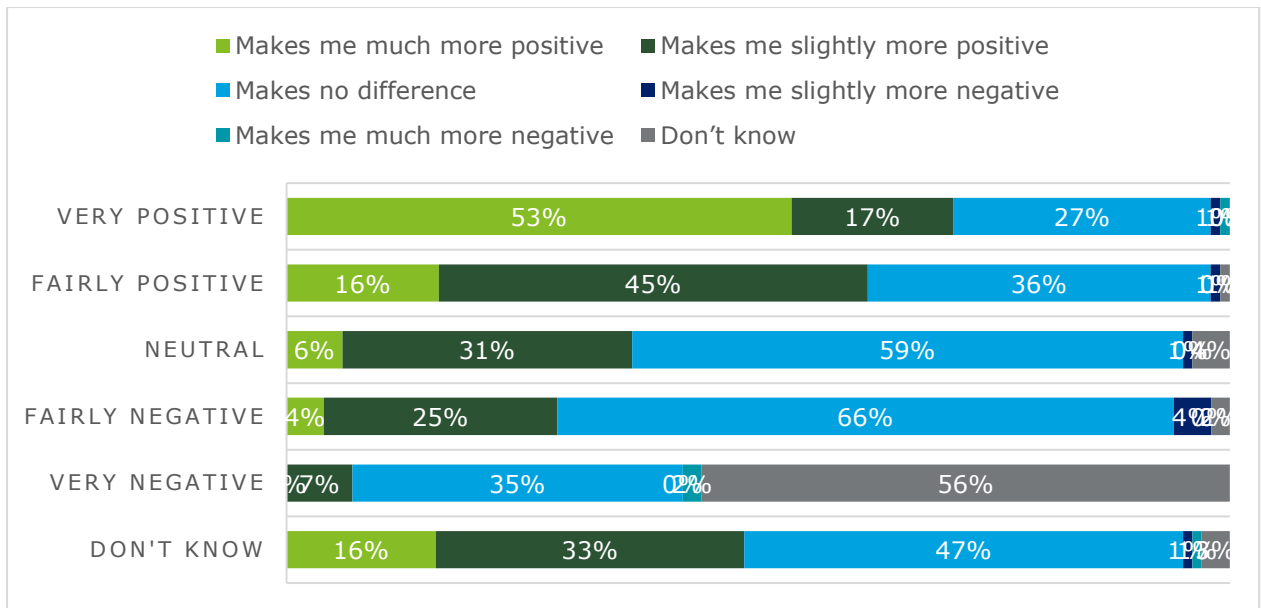
Employment status: A slightly larger proportion of inactive than active respondents reported that the clip made them feel more positive about the EU (51% compared with 48%). 47% of active and 44% of inactive respondents reported that it made no difference.



Education: A larger proportion of respondents with a high education level reported that the clip made them feel more positive about the EU than those with a medium and low education level (51% compared with 45% and 48%, respectively). 44% of those with a low, 48% of those with a medium and 46% of those with a high education level reported that it made no difference.



Attitude towards the EU: A markedly larger proportion of respondents who reported feeling very positive or fairly positive towards the EU found that the clip made them feel more positive about the EU (71% and 61%, respectively) compared with respondents who reported feeling neutral (36%) and fairly negative or very negative (29% and 13%, respectively). Most respondents who reported feeling very negative towards the EU indicated that they “did not know” how the clip made them feel about the EU.



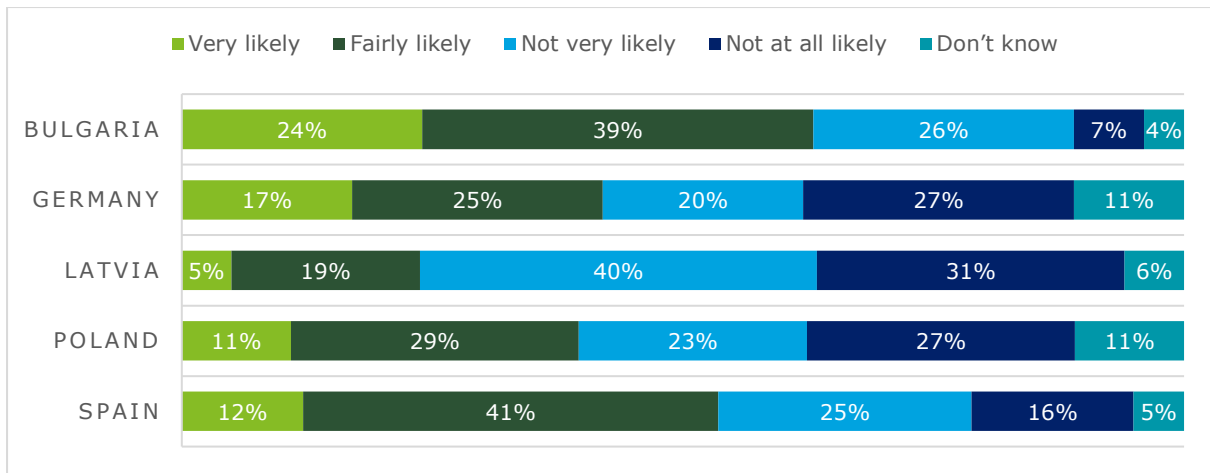
J.2.10 How likely or unlikely respondents were to consider sharing the clip on social media

Respondents were then asked how likely or unlikely, if at all, they were to consider sharing the advert on social media with the following answer options:

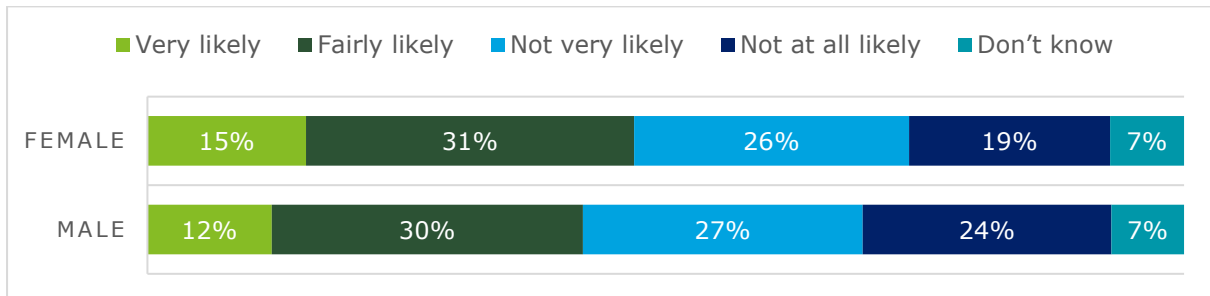
- “very likely”
- “fairly likely”
- “not very likely”
- “not at all likely”
- “don’t know”

Responses were almost equally split between those who reported that they were likely to share the advert on social media (45%) and those who were not (48%).

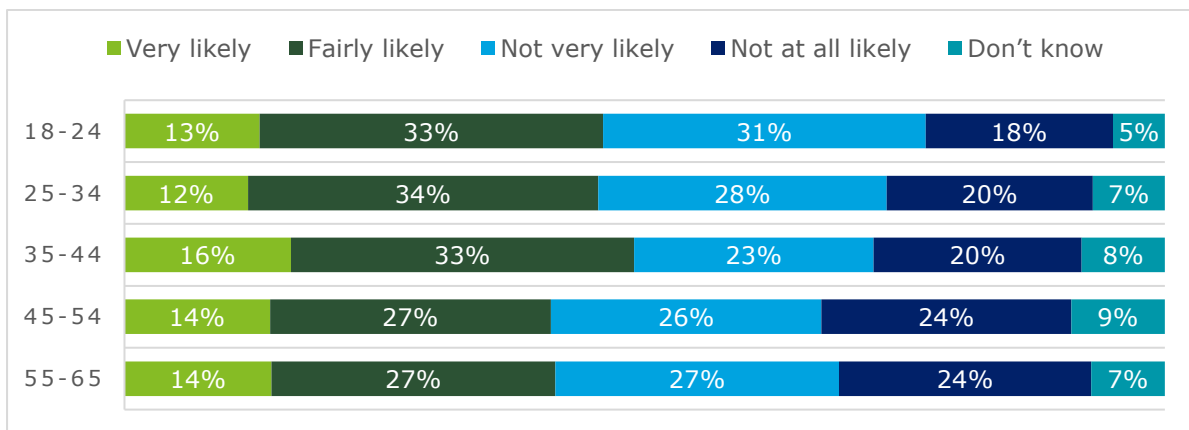
The Member States with the largest proportions of respondents who reported that they were likely to share the advert on social media were Bulgaria and Spain (63% and 54%, respectively). The Member States with the largest proportions of respondents who reported that they were unlikely to share the advert on social media were Latvia and Poland (71% and 49%, respectively).



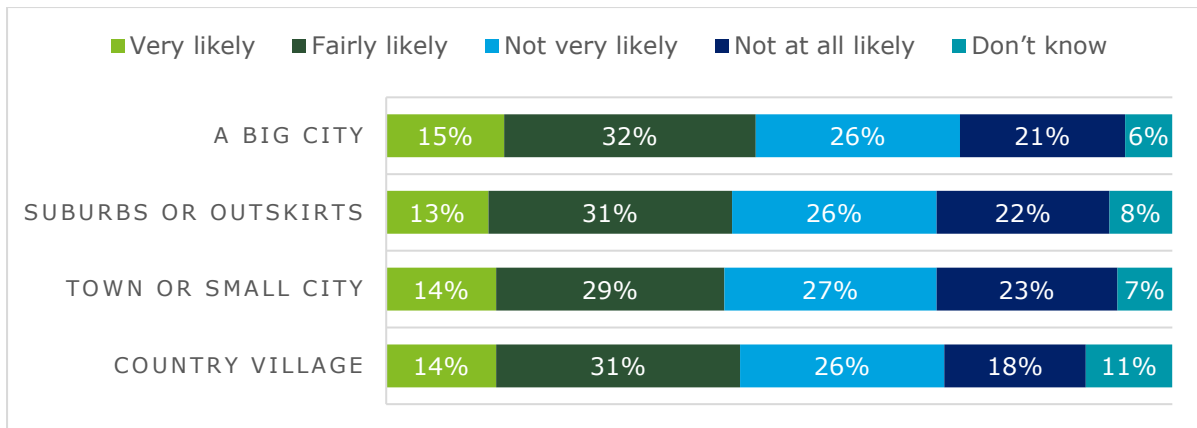
Gender: A larger proportion of female than male respondents reported that they were likely to share the advert on social media (47% compared with 42%).



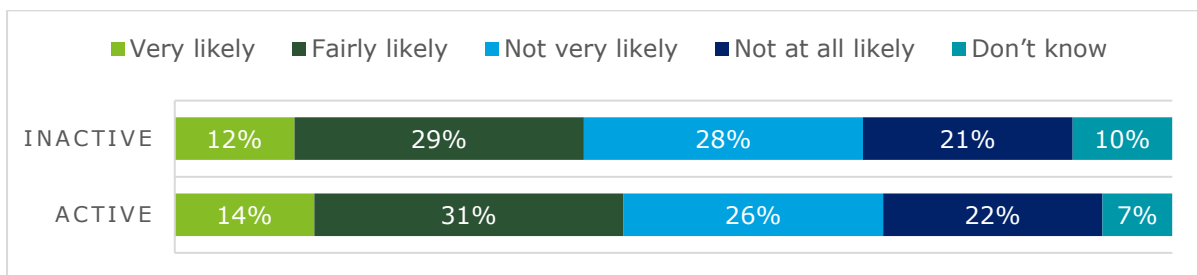
Age group: The largest proportion of respondents who reported that they were likely to share the advert on social media was among those aged 35-44 (49%). 46%, respectively, of respondents aged 18-24 and 25-34, and 41%, respectively, of those aged 45-54 and 55-65, reported that they were likely to share the advert on social media.



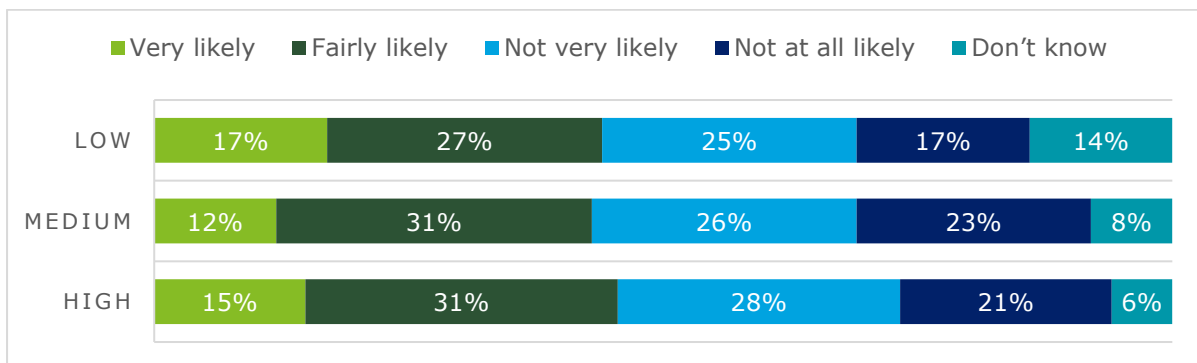
Living area: The largest proportion of respondents who reported that they were likely to share the advert on social media was those living in a big city (47%), followed by 45% of those living in a country village, 44% of those living in suburbs / outskirts and 43% of those living in towns / small cities.



Employment status: A larger proportion of active than inactive respondents reported that they were likely to share the advert on social media (45% compared with 41%).



Education: The largest proportion of respondents who reported that they were likely to share the advert on social media was among those with a high education level (46%, compared with 44% of those with a low and 43% of those with a medium education level).



J.3 EUProtects

KEY FINDINGS:

- ✘ Most respondents (62%) reported that they liked the clip they had viewed, and 80% reported that the issues presented interested people like them.
- ✘ There were notable differences between Member States in the proportions of respondents who liked the clip. The largest proportion was in Croatia (79%) and the smallest in Germany (51%). The same applies for differences in the proportions of respondents who felt that the issues presented interested people like them (91% in Croatia and 70% in Germany).
- ✘ Less than half of the respondents thought that the clip was for people of their age (42%). This proportion was higher among the 35-45 age group (47%) than those aged 46-55 (36%). One third of all respondents thought that the clip was for people who are younger than them.
- ✘ When asked if they knew which organization made the clip, 64% reported that they did not know, 24% reported that they were unsure, and 12% reported “yes”.
- ✘ When prompted with three answer options as to the organization which made the clip (my government, the EU, an international organization), less than half of all respondents (46%) identified the European Union as the author of the clip and 37% of respondents indicated that the author was an international organization. Spain was the only Member State in which (slightly) more than half of the respondents (52%) correctly identified the European Union as the author of the clip.
- ✘ 58% of respondents indicated that the clip made no difference to their understanding of the EU. The Member States with the largest proportions of respondents who indicated that the clip had changed their understanding of the EU were Bulgaria (48%) and Spain (40%). The Member States with the smallest proportion of respondents who indicated the same were Germany and Latvia (33%, respectively).
- ✘ Most respondents (52%) indicated that it made no difference to their feelings about the EU, however, 41% reported that it made them more positive about the EU (11% much more positive, 29% slightly more positive) and 4% reported that it made them more negative about the EU.
- ✘ There were pronounced differences in responses by attitudes towards the EU in general, with markedly larger proportions of respondents who reported feeling “very positive” or “fairly positive” towards the EU reporting that they liked the clip, that the issues presented interested people like them, and that it changed their understanding of and feelings towards the EU, than those who reported feeling “neutral”, “fairly negative” or “very negative” towards the EU.

J.3.1 Respondents' characteristics

The polling exercise about the EUProtects campaign took place in 6 Member States (Bulgaria, Croatia, Germany, Latvia, Poland, Spain). **The target audience was a per the campaigns' target age group Europeans aged 35-55.**

The total sample of respondents who answered the survey was n=3,005: there were 505 respondents in Croatia, and 500 respondents in each of the other Member States.

The following table shows the sample by their characteristics (Table 3). To analyse the responses, we applied weights to correct for any discrepancies in these proportions to truer reflect the actual population.

Table 18: EUProtects Polling Sample

Characteristics	n	%
Gender		
<i>male</i>	1513	50
<i>female</i>	1492	50
Age groups		
<i>35-45</i>	1568	52
<i>46-55</i>	1437	48
Rurality		
<i>urban</i>	1636	54
<i>mid-sized</i>	826	28
<i>rural</i>	544	18
Living area		
<i>a big city</i>	1291	43
<i>suburbs or outskirts</i>	263	9
<i>town or small city</i>	988	33
<i>country village</i>	406	14
Employment status		
<i>active</i>	2709	90
<i>inactive</i>	296	10
Education level		
<i>low</i>	160	6
<i>medium</i>	1275	42
<i>high</i>	1570	52

Attitude towards the EU		
<i>very positive</i>	356	12
<i>fairly positive</i>	1131	38
<i>neutral</i>	970	32
<i>fairly negative</i>	348	12
<i>very negative</i>	137	5
<i>don't know</i>	63	2

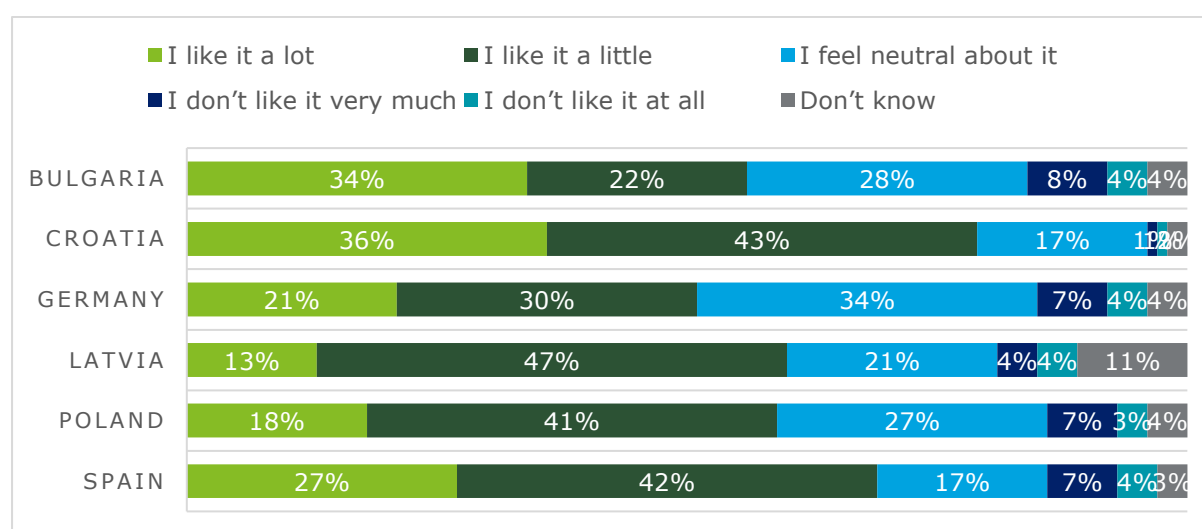
J.3.2 What respondents thought of the clip

Respondents were asked what they thought of the clip they had viewed, with the following answer options:

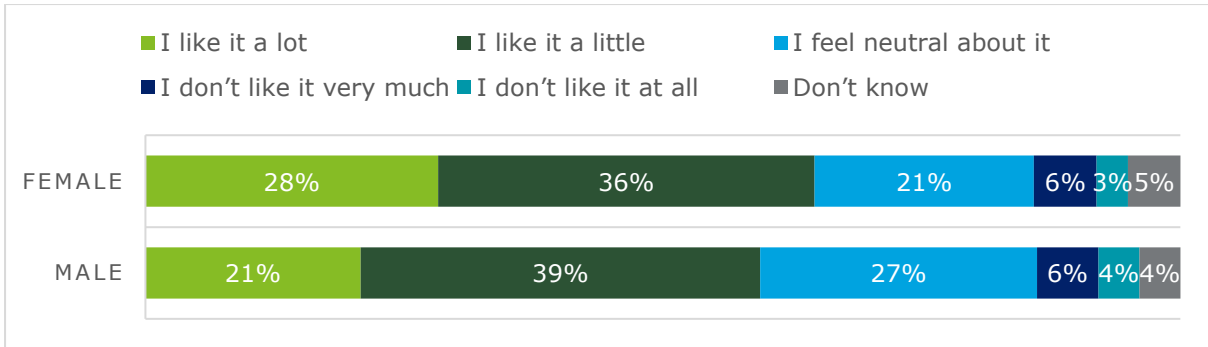
- “I like it a lot”
- “I like it a little”
- “I feel neutral about it”
- “I don’t like it very much”
- “I don’t like it at all”
- “Don’t know”

Most respondents (62%) reported that they liked the clip they had viewed. 25% reported that they liked the clip “a lot” and 38% reported that they liked the clip “a little”. 24% of respondents reported that they felt neutral about the clip.

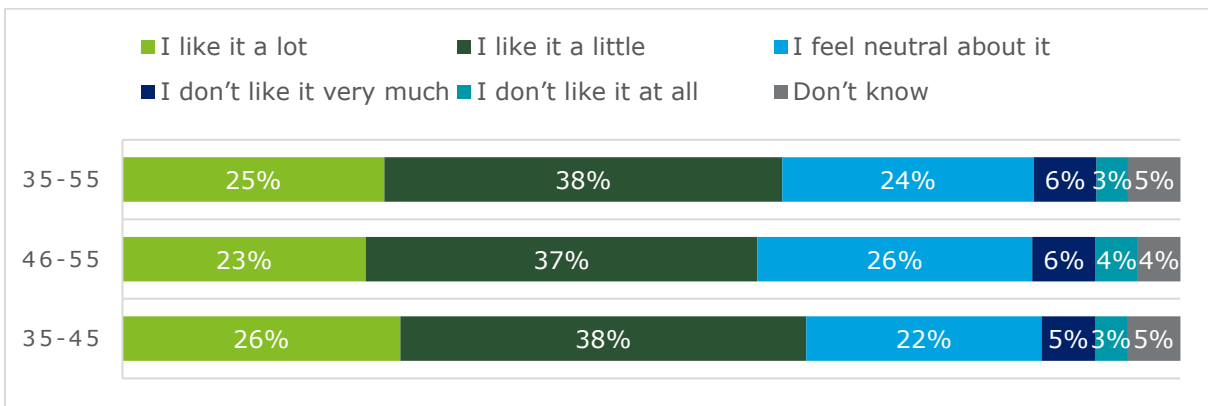
The Member State with the largest proportion of respondents who reported that they liked the clip was Croatia (79%), followed by Spain (69%). The Member State with the smallest proportion of respondents who reported that they liked the clip was Germany (51%).



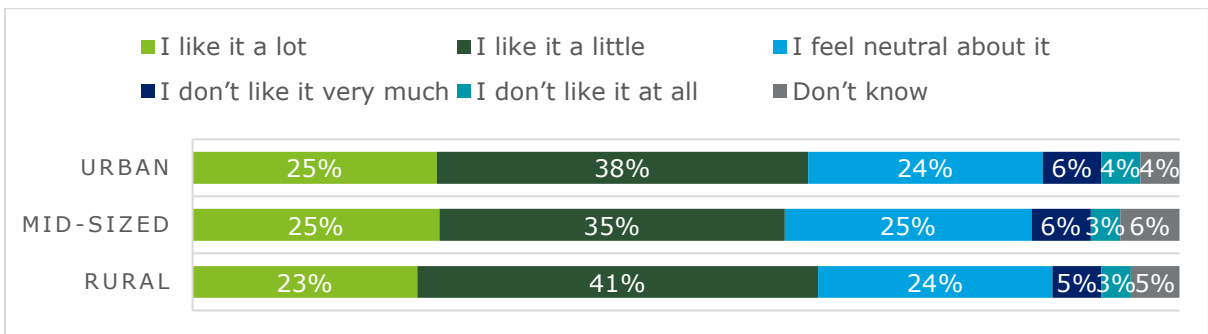
Gender: A larger proportion of female than male respondents reported that they liked the clip (65% compared with 60%).



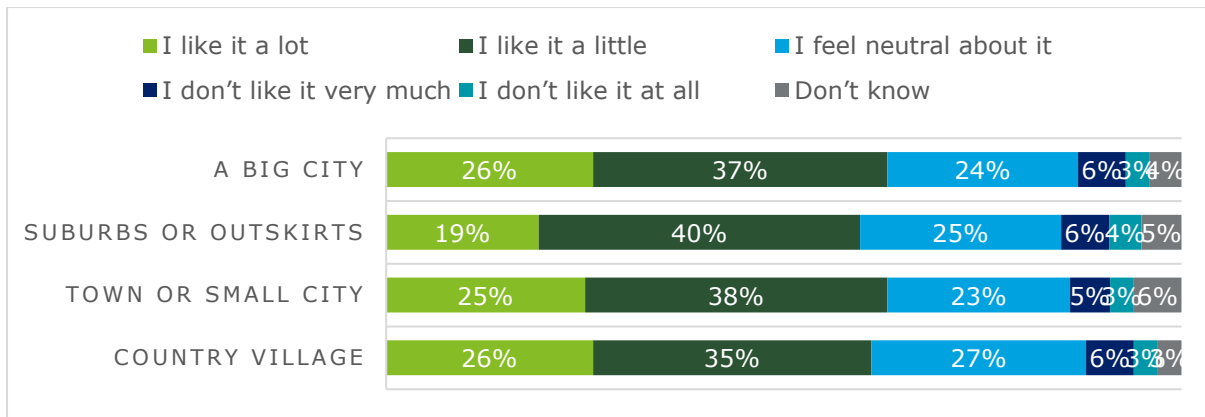
Age group: A larger proportion of respondents from the 35-45 age group reported that they liked the clip than those aged 46-55 (64% compared with 60%). This difference is mostly attributable to differences in proportions between respondents who felt neutral about the clip (22% aged 35-45 compared with 26% aged 46-55).



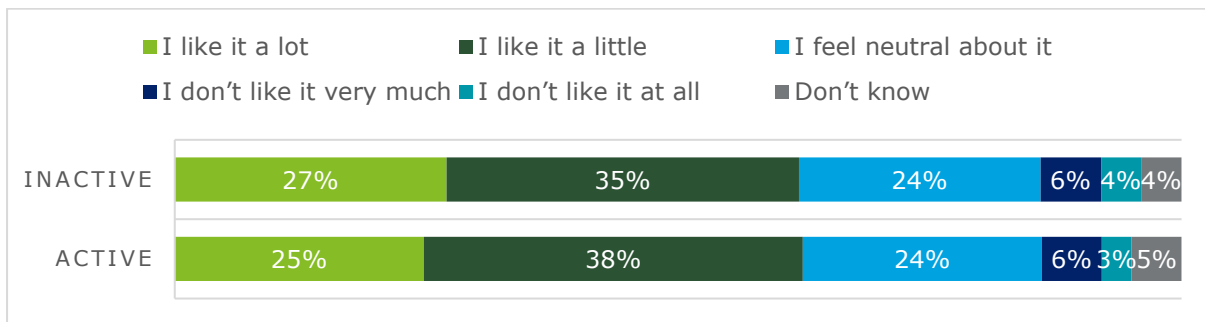
Rurality: The smallest proportion of respondents who reported that they liked the clip was from mid-sized areas (60%), while 63% of those in urban and 64% of those in rural areas reported that they liked it.



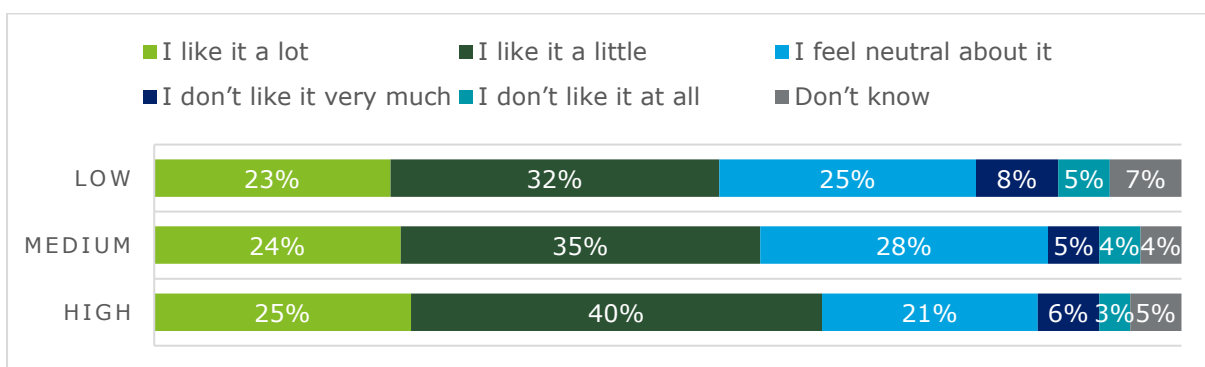
Living area: The largest proportions of respondents who reported that they liked the clip were from a big city or town / small city (63%, respectively), followed by country village (61%) and suburbs / outskirts (59%).



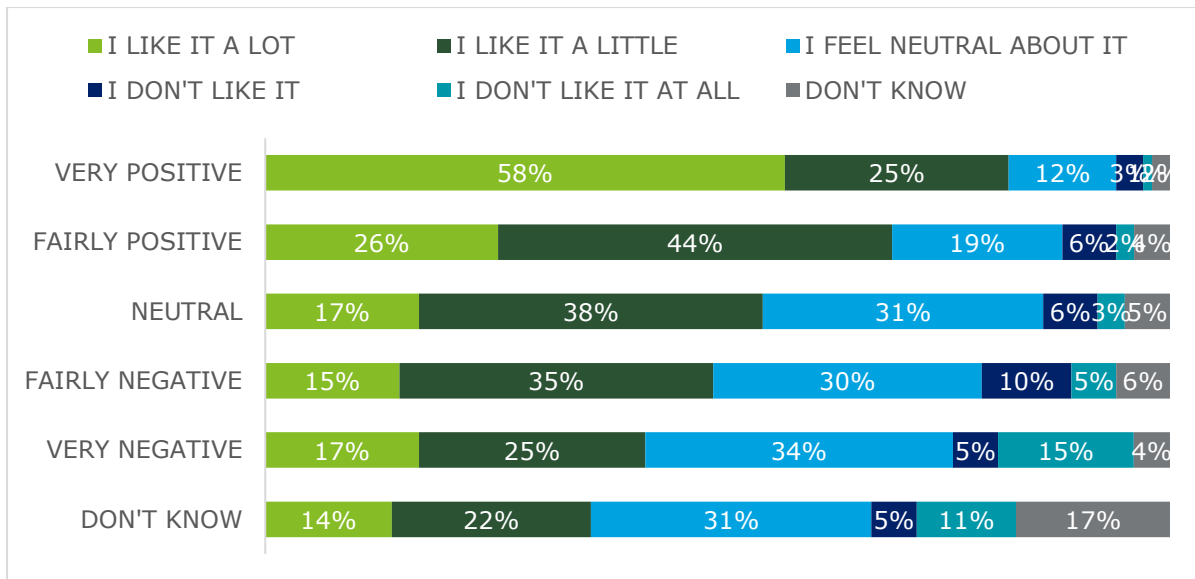
Employment status: There were no differences in proportions between active and inactive respondents who reported that they liked the clip (62%, respectively) or felt neutral about it (24%, respectively). Slightly more inactive respondents reported that they liked the clip “a lot” (27% compared with 25% active respondents).



Education: The largest proportion of respondents who reported that they liked the clip had a high education level (65%), and the smallest proportion was among those with a low education level (55%). This difference is mainly attributable to the proportions of respondents who reported that they did not like the clip (9% of those with a high education level compared with 13% of those with a low education level).



Attitude towards the EU: Larger proportions of respondents who reported feeling very positive or fairly positive towards the EU in general reported that they liked the clip (83% and 70%, respectively), compared with those who reported feeling neutral (55%) or fairly negative (50%) towards the EU in general.



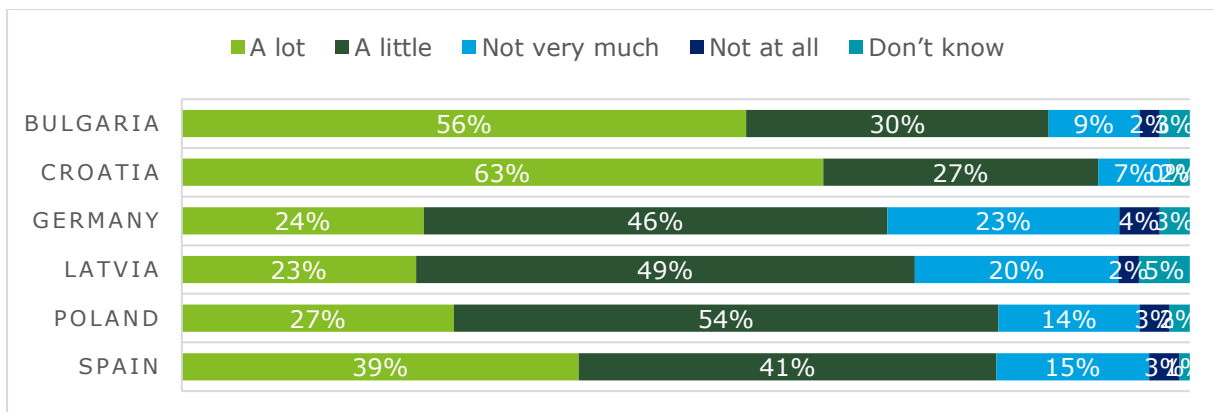
J.3.3 Whether the issues presented in the clip interested people like them

Respondents were then asked whether the issues presented in the clip interested people like them, with the following answer options:

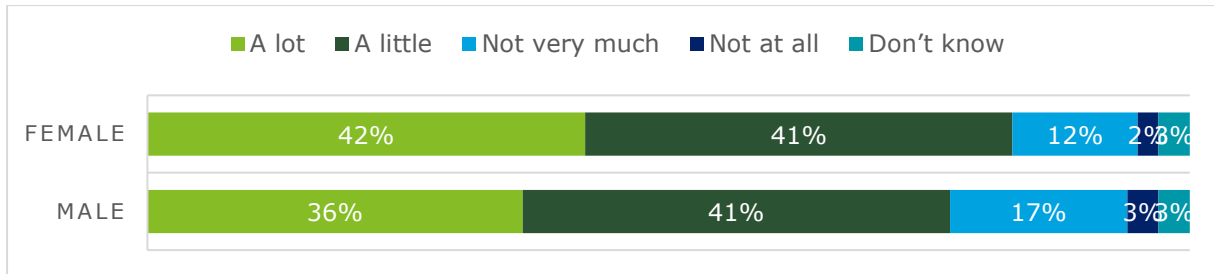
- “a lot”
- “a little”
- “not very much”
- “not at all”
- “don’t know”

Most respondents (80%) found that the issues presented interested people like them, with opinions almost equally split between the proportions who indicated that it interested people like them “a lot” (39%) or “a little” (41%).

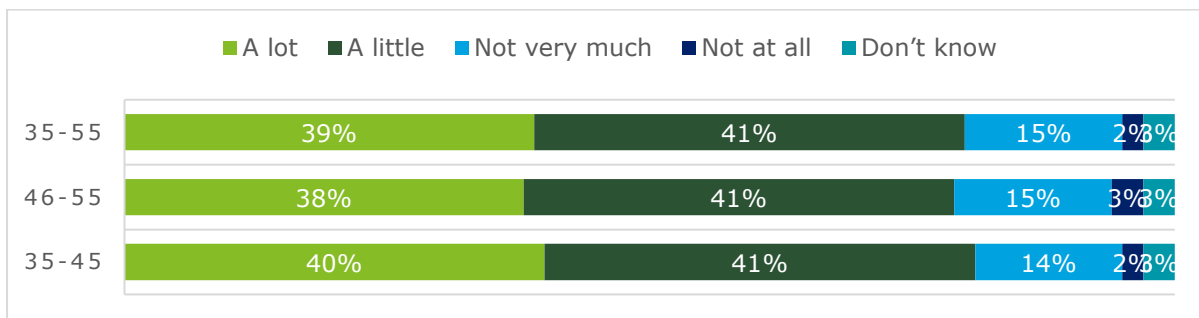
Again, the largest proportion of respondents who found that the issues presented interested people like them were from Croatia (91%) and the smallest from Germany (70%).



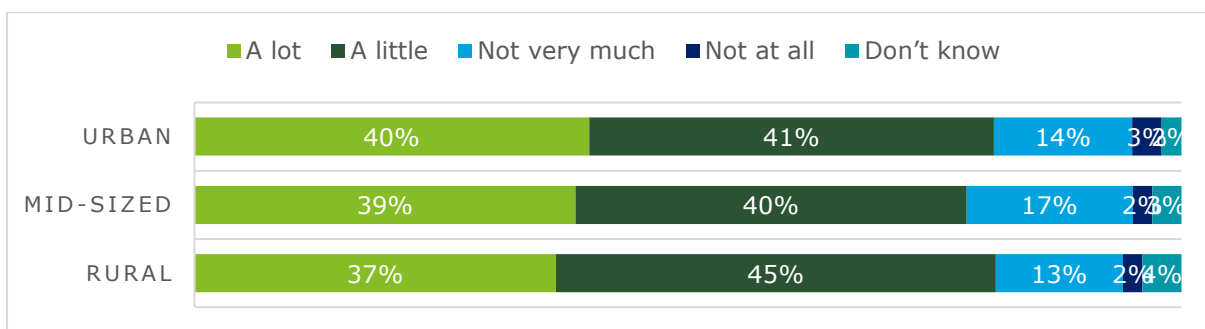
Gender: A larger proportion of female than male respondents reported that they thought the issues presented interested people like them (83% compared with 77%). 20% of male respondents reported that the issues presented did not interest people like them compared with 14% of female respondents.



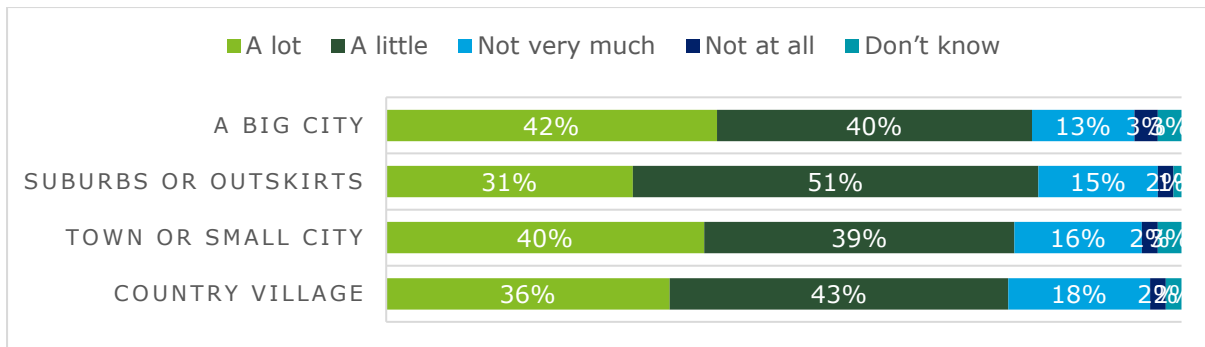
Age group: There were no notable differences between the 35-45 and 46-55 age groups in the proportions of respondents who thought that the issues presented interested people like them (81% and 79%, respectively).



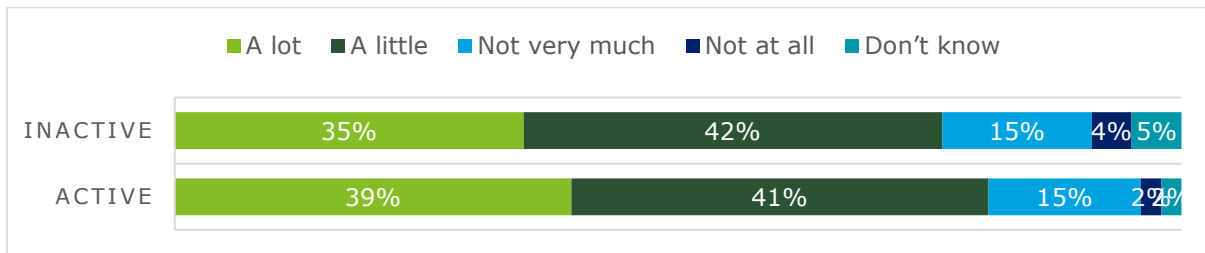
Rurality: There were no notable differences between urban, mid-sized and rural areas as to the proportions of respondents who thought that the issues presented interested people like them (80%, 79% and 81%, respectively). However, slightly larger proportions of respondents from mid-sized areas reported thinking that the issues presented did not interest people like them (19% compared with 17% from urban and 15% from rural areas).



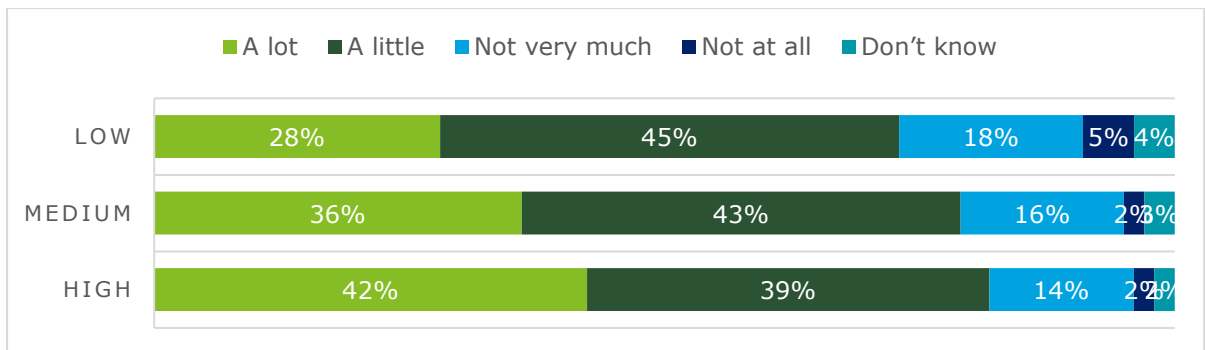
Living area: There were no notable differences by living areas. The smallest proportions of respondents who thought that the issues presented interested people like them were from country villages (78%), followed by towns / small cities (79%). The largest proportion of respondents who thought this was from a big city (82%).



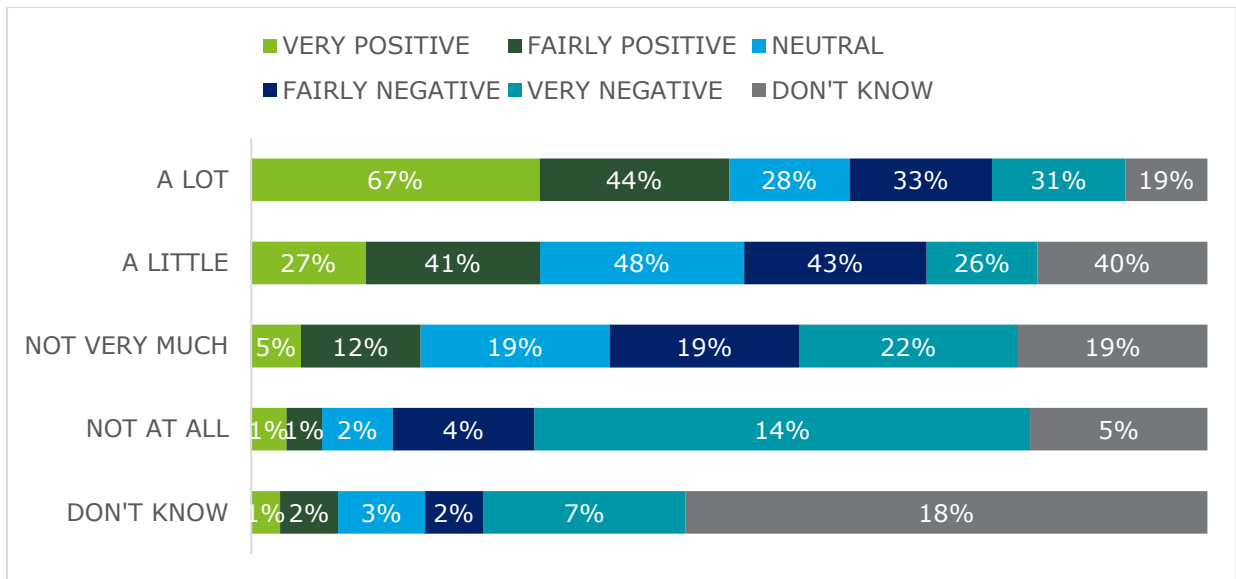
Employment status: A larger proportion of active respondents reported that they thought the issues presented interested people like them (80%) than inactive respondents (76%).



Education: A larger proportion of respondents with a high education level (82%) reported that the issues presented interested people like them compared with those with medium (79%) and low (73%) education levels. Specifically, 42% of respondents with a high education level reported that the issues presented interested people like them “a lot”, compared with 36% of respondents with a medium and 28% of respondents with a low education level.



Attitude towards the EU: In all groups, more than half of the respondents reported that the issues presented interested people like them. Larger proportions of respondents who reported feeling very positive or fairly positive towards the EU in general reported that they felt that the issues presented interested people like them (93% and 85%, respectively), compared with those who reported feeling neutral (76%) or fairly negative (75%) towards the EU in general.

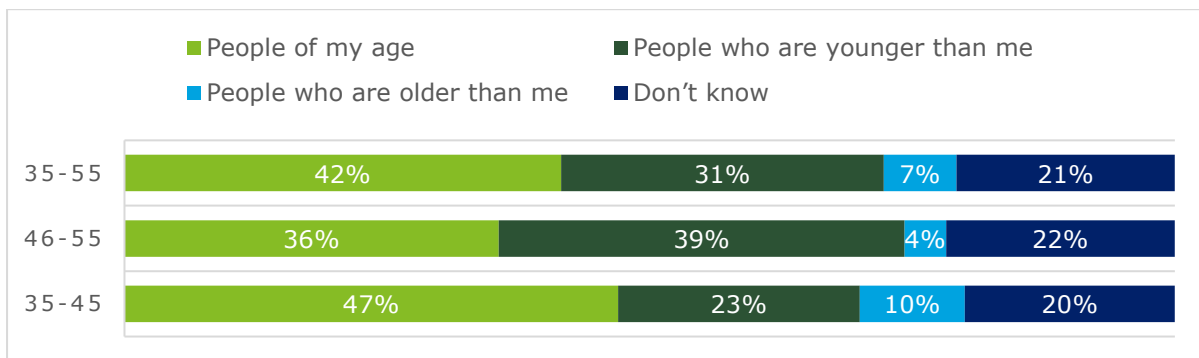


J.3.4 Who respondents thought the clip was for

Respondents were then asked who they thought the video clip was for, with the following answer options:

- “people of my age”
- “people who are younger than me”
- “people who are older than me”
- “don’t know”

42% of all respondents thought that the video clip was for people of their age, and 31% reported that it was for people younger than them. 21% of all respondents did not know who the video clip was for.



A larger proportion of respondents who were in the 35-45 age group thought that the clip was for people of their age than those aged 46-55 (47% compared with 36%). This difference is attributable to a larger proportion of respondents aged 46-55 who indicated that the clip was for people younger than them (39% compared with 23% in the 35-45 age group).

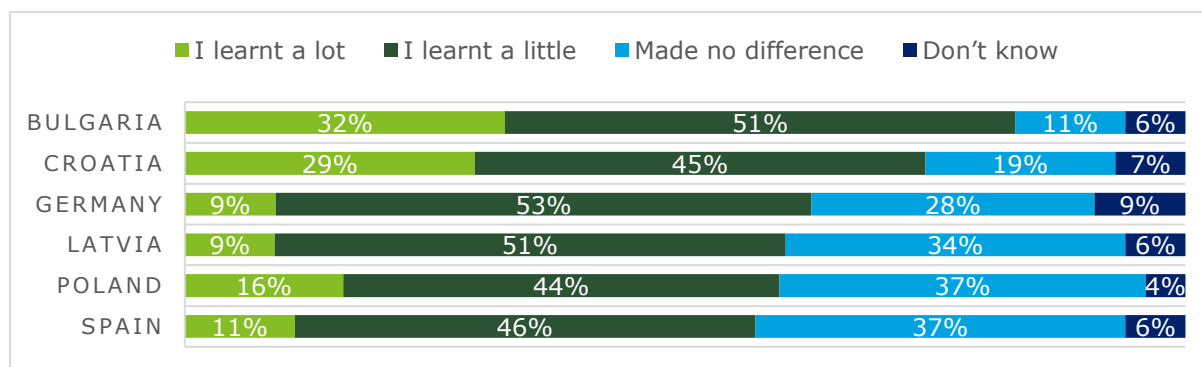
J.3.5 Whether respondents learnt anything new from the clip

Respondents were then asked whether they had learnt anything new from the clip they viewed, with the following answer options:

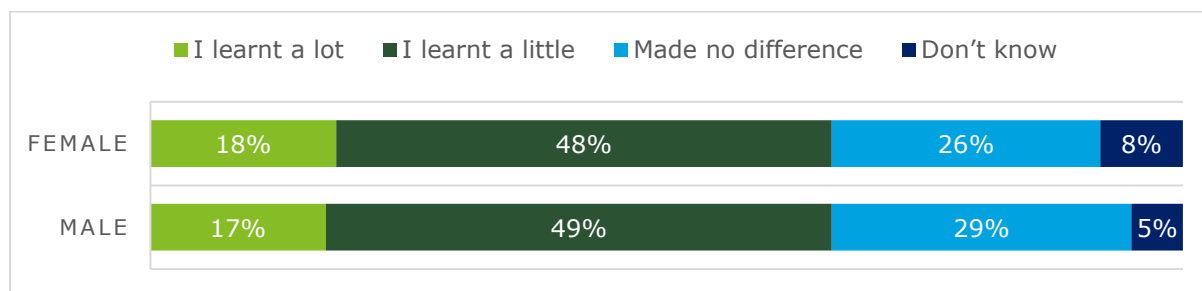
- “I learnt a lot”
- “I learnt a little”
- “Made no difference”
- “Don’t know”

66% of all respondents reported that they had learnt something new from the clip. Under one third indicated that it had made no difference.

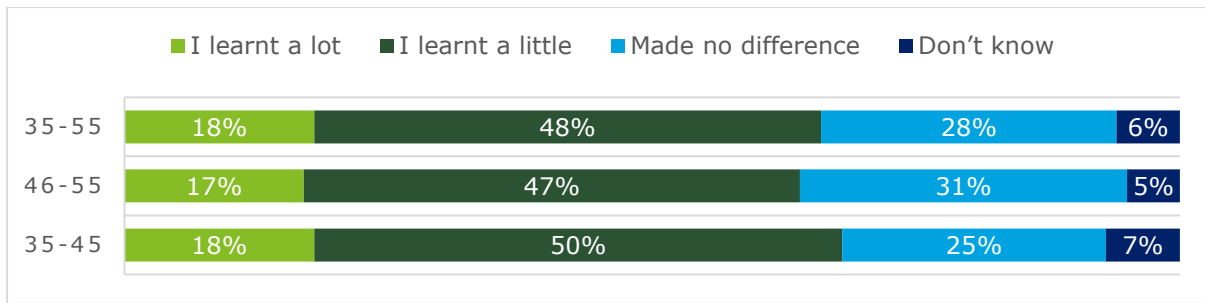
The Member States with the largest proportion of respondents who indicated that the clip had made no difference to their knowledge were Poland and Spain (37%, respectively). The Member State with the smallest proportion was Bulgaria (11%).



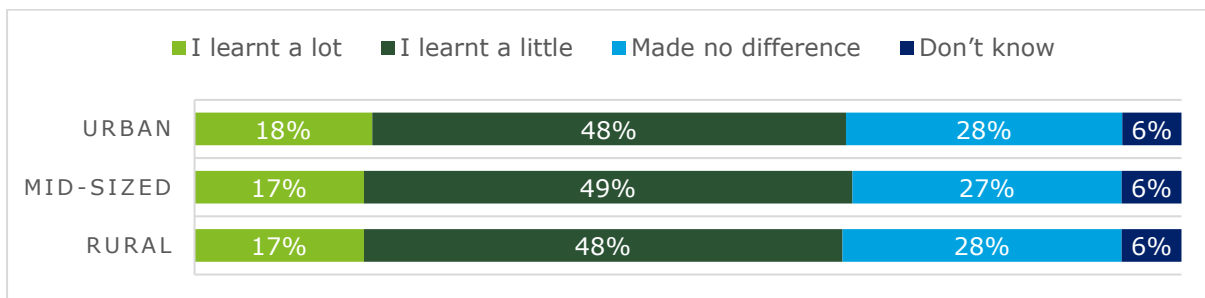
Gender: There were no differences between genders with regards to the proportions of respondents who reported that they had learnt something new from the clip (66%, respectively). A slightly larger proportion of male than female respondents reported that the clip had made no difference to their level of knowledge (29% compared with 26%).



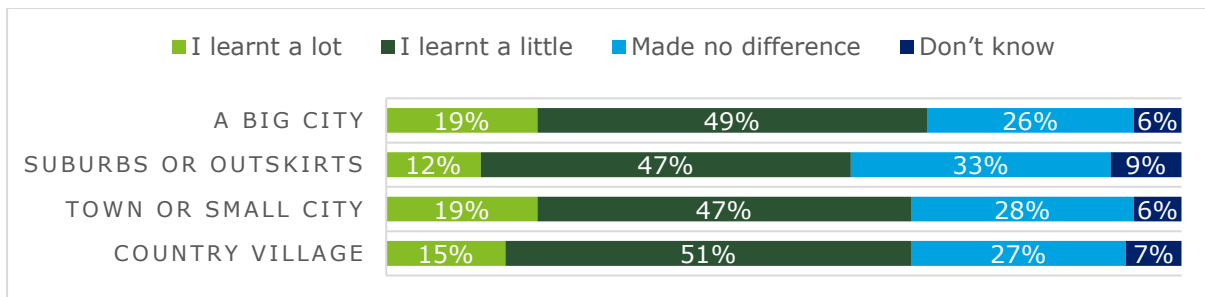
Age group: A slightly larger proportion of respondents aged 35-45 indicated that they had learnt something new from the clip than those aged 46-55 (68% compared with 64%). A larger proportion of those aged 46-55 reported that the clip had made no difference (31%) than those aged 35-45 (25%).



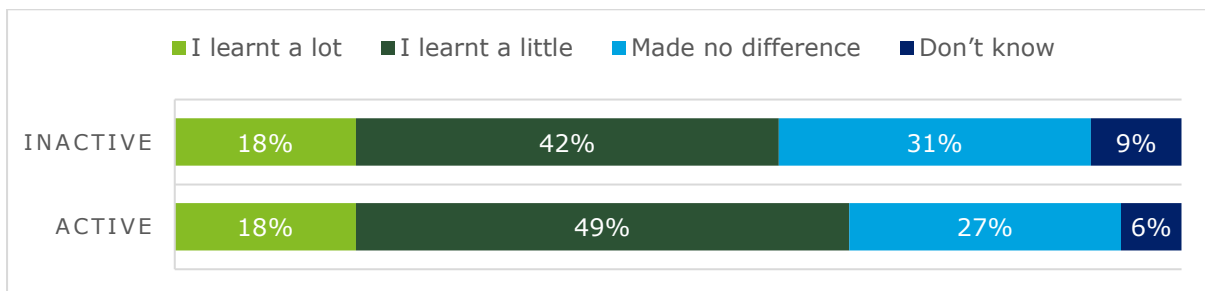
Rurality: There were no differences between proportions of respondents from urban, mid-sized and rural areas who felt that they had learnt something new from the clip (66%, respectively). Similarly, just under one third in each rurality reported that the clip had made no difference (28%, 27% and 28%, respectively).



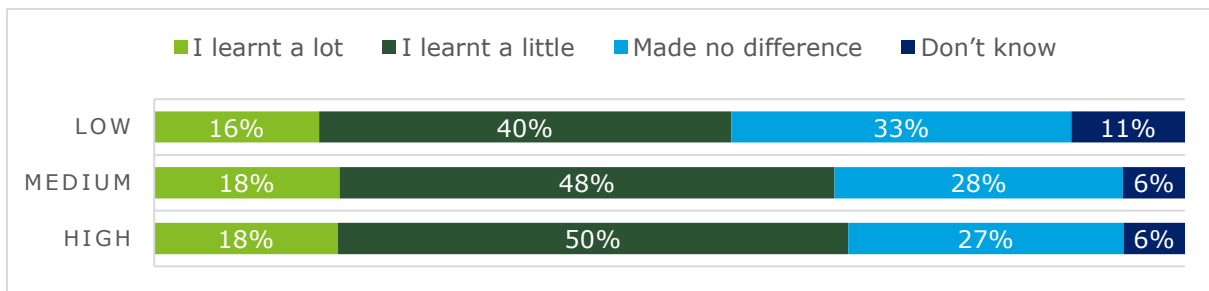
Living area: The smallest proportion of respondents who reported that they had learnt something new from the clip were living in suburbs / outskirts (59%), compared with 68% from big cities, and 66% from towns / small cities and country villages, respectively.



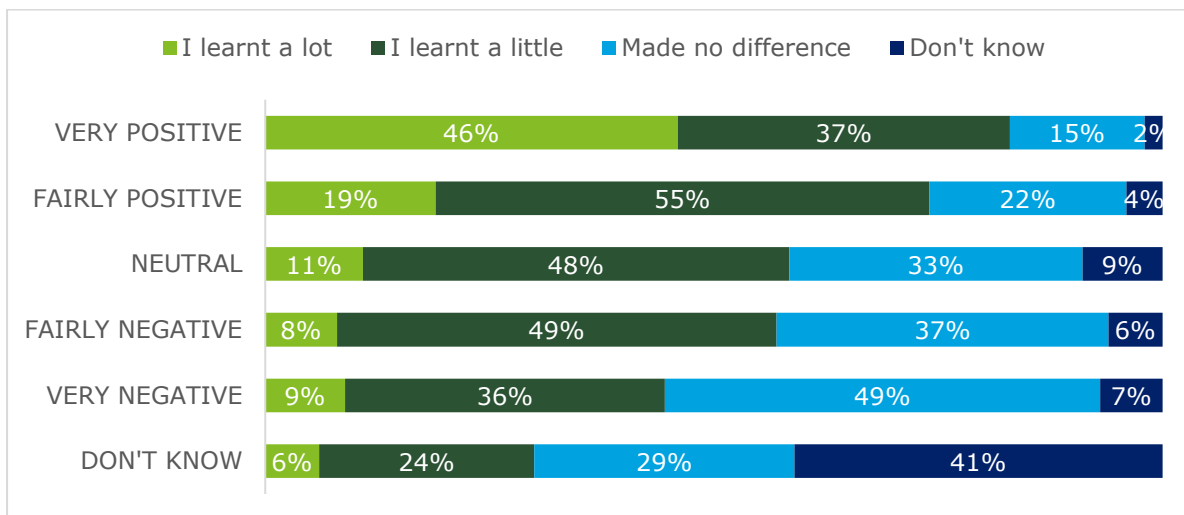
Employment status: A larger proportion of active than inactive respondents reported that they had learnt something new from the clip (67% compared with 60%).



Education: A larger proportion of respondents with a high education level (68%) reported that they had learnt something new from the clip than those with medium (66%) and low (56%) education levels.



Attitude towards the EU: Notably larger proportions of respondents who felt very positive or fairly positive towards the EU reported that they had learnt something new from the clip (83% and 75%, respectively) compared with those who reported feeling neutral (59%), fairly negative (57%) or very negative (44%) towards the EU.



J.3.6 Whether respondents knew which organisation made the clip

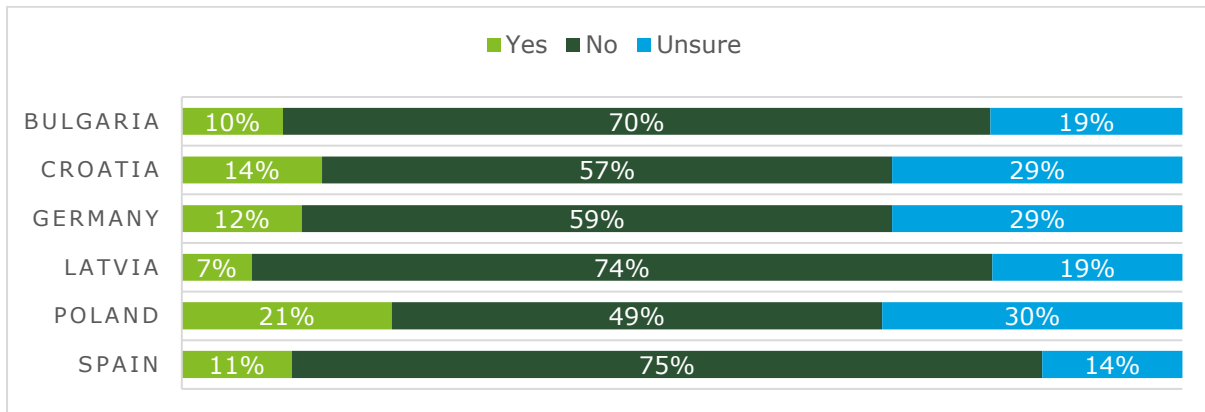
Respondents were then asked whether they knew which organization made the clip, with the following answer options:

- “yes”
- “no”
- “unsure”

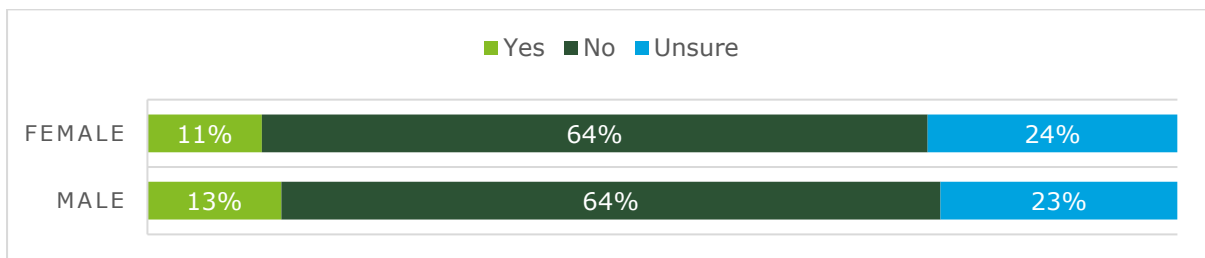
Most respondents (64%) indicated that they did not know which organisation made the clip, with another 24% who indicated that they were unsure.

The largest proportion of respondents who did not know or were unsure which organisation made the clip were from Latvia (93%) followed by Bulgaria and Spain (89%, respectively). The

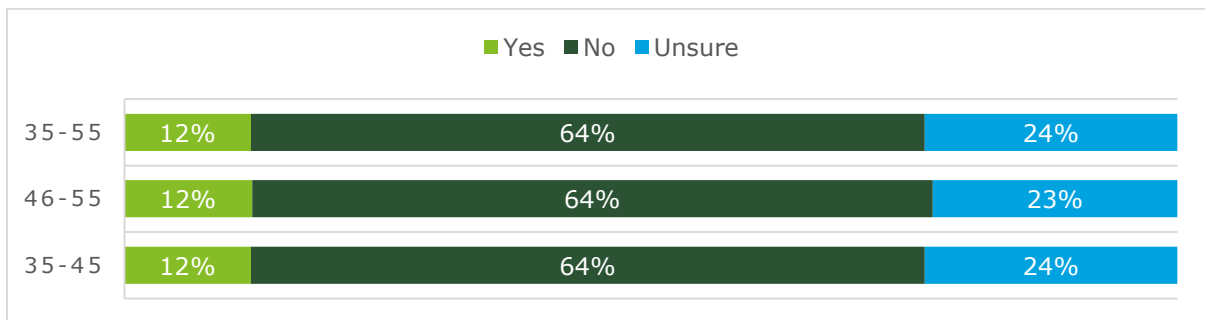
Member State with the largest proportion of respondents who indicated that they knew which organisation made the clip was Poland (21%).



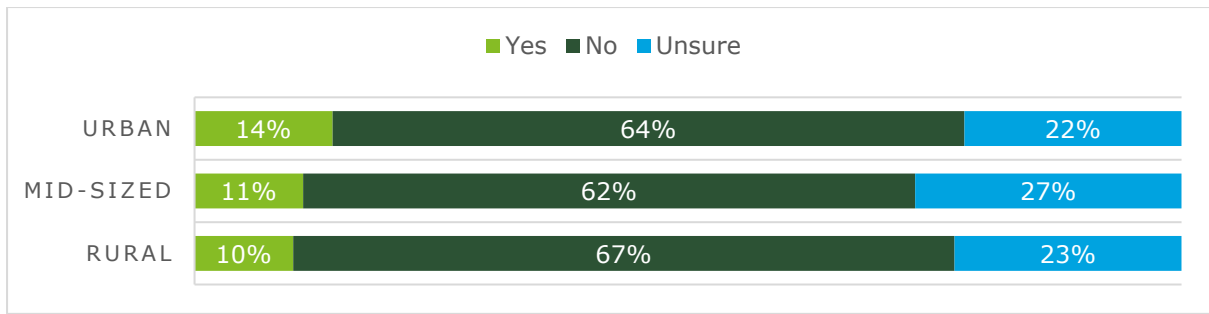
Gender: There were no differences in proportions of male and female respondents who indicated that they did not know which organisation made the clip (64%, respectively). A slightly larger proportion of male than female respondents indicated that they knew (13% compared with 11%).



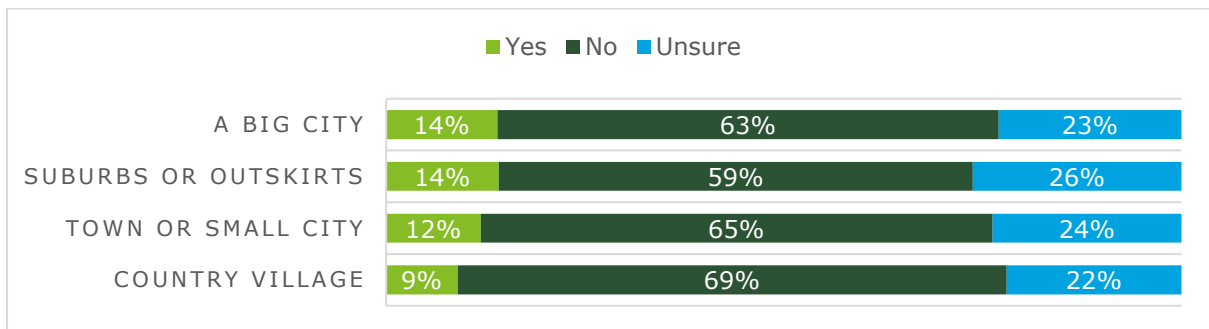
Age group: There was no difference between proportions of respondents from the 35-45 and 46-55 age groups who indicated that they knew or did not know which organisation made the clip (12% - who knew and 64% - who did not know, respectively).



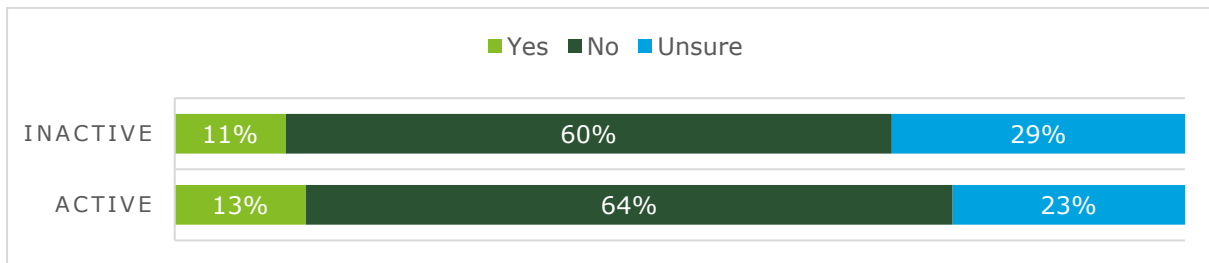
Rurality: A larger proportion of respondents from rural areas did not know which organisation made the clip (67%) than those from urban (64%) and mid-sized (62%) areas.



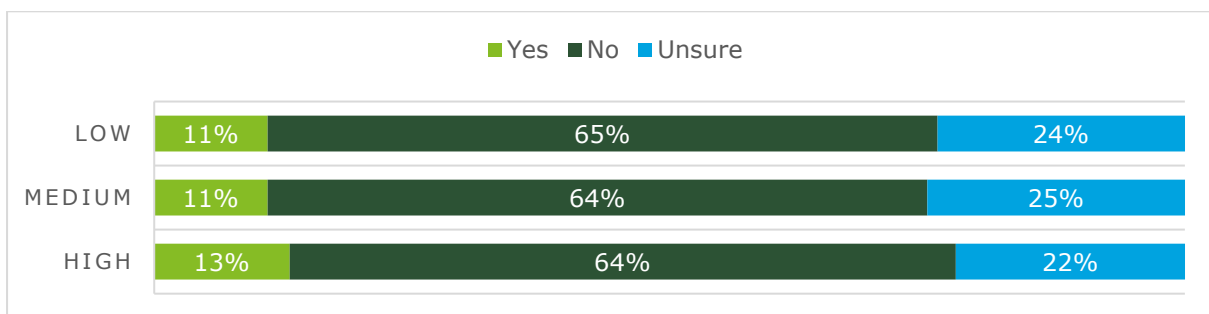
Living area: A larger proportion of respondents from country villages (69%) indicated that they did not know which organisation made the clip compared with 65% of those from towns / small cities, 63% of those from large cities and 59% of those from suburbs / outskirts.



Employment status: Similar proportions of active and inactive respondents reported that they did not know or where unsure which organisation made the clip (87% compared with 89%).



Education: Slightly larger proportions of respondents with low and medium education levels reported that they did not know or where unsure which organisation made the clip (89%, respectively) than those with a higher education level (86%).



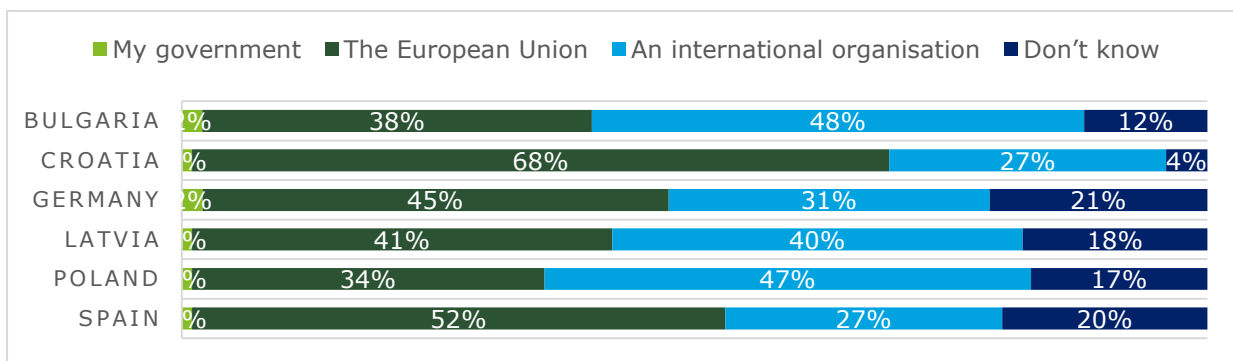
J.3.7 Whether their government, the EU or an international organisation made the clip

Respondents were then asked again whether they knew which organization made the clip with a selection of prompts:

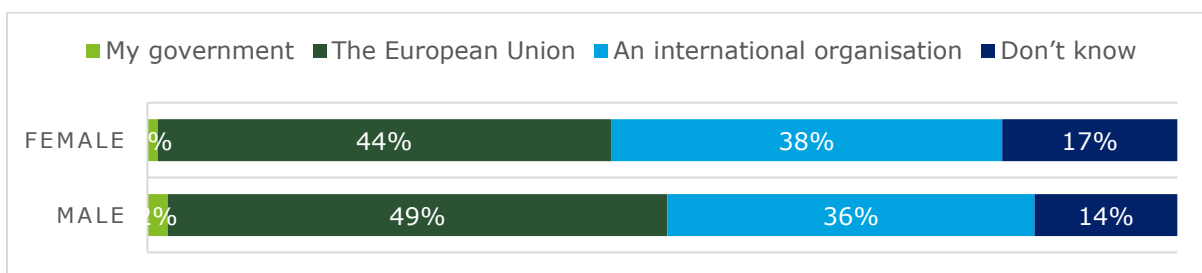
- “my government”
- “the European Union”
- “an international organization”
- “don’t know”

Less than half of the respondents indicated the European Union (46%) as the author of the clip, followed by 37% who indicated an international organisation.

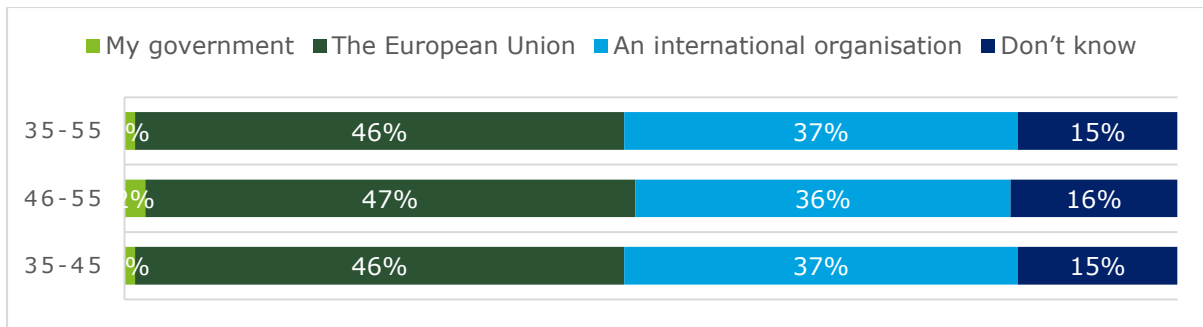
Only in Croatia and Spain, most respondents correctly identified the European Union as the author of the clip (68% and 52%, respectively), while in Poland just slightly over one third did so (34%).



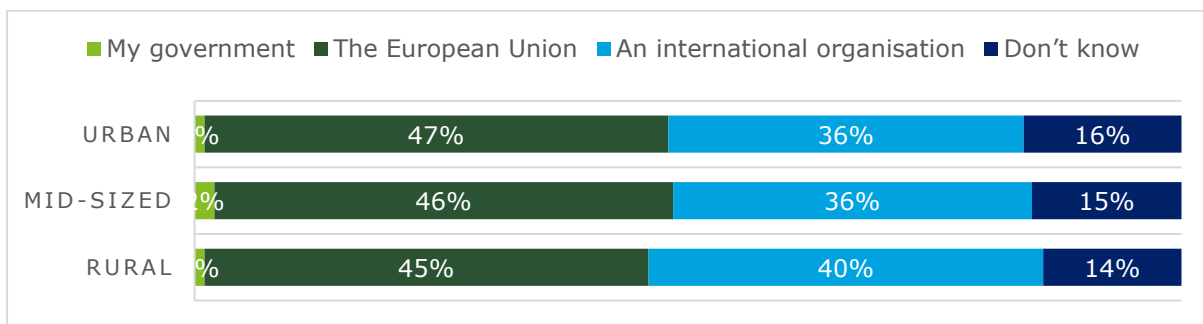
Gender: A larger proportion of male than female respondents correctly identified the European Union as the author of the clip (49% compared with 44%), while slightly more female than male respondents indicated an international organisation as the author (38% compared with 36%).



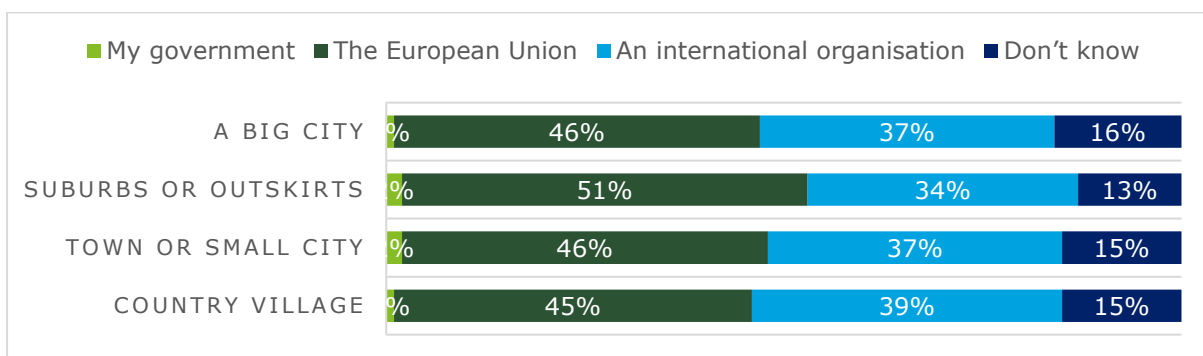
Age group: Similar proportions of respondents aged 35-45 and 46-55 identified the European Union as the author of the clip (46% and 47%, respectively). Over one third of respondents in both age groups also indicate that an international organisation was the author of the clip (37% and 36%, respectively).



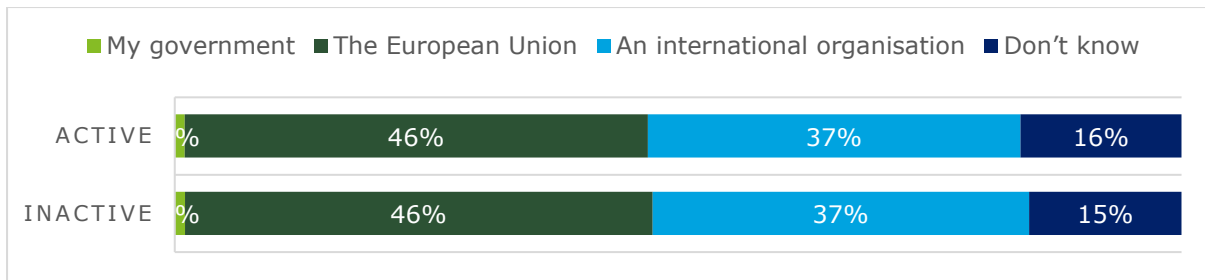
Rurality: There were no notable differences between urban, mid-sized and rural areas as to the proportions of respondents who identified the European Union as the author of the clip (47%, 46% and 45%, respectively). Over one third of respondents in each rurality indicated that the author was an international organisation.



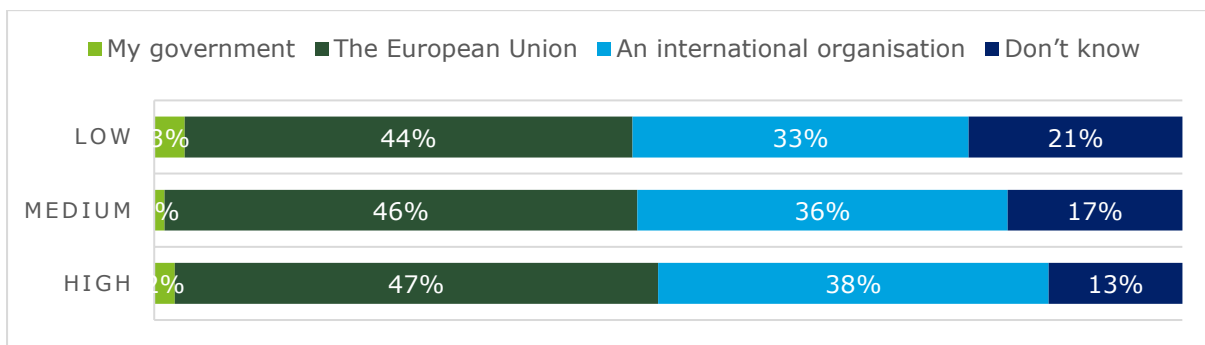
Living area: Only among respondents from suburbs / outskirts, over half indicated the European Union as the author of the clip (51%), while among respondents from big cities, towns / small cities and country villages the proportions were similar (46%, 46% and 45%, respectively). Again, over one third of respondents in each living area identified an international organisation as the author of the clip.



Employment status: There was no difference between the proportions of active and inactive respondents who correctly identified the European Union as the author of the clip (46%, respectively). Another 37% of each respondent group indicated that the author of the clip was an international organisation. 16% of active and 15% of inactive respondents reported that they did not know which organisation made the clip.



Education: Similar proportions of respondents with low, medium and high education levels identified the European Union as the author of the clip (44%, 46% and 47%, respectively). A larger proportion of those with high education levels indicated that an international organisation made the clip (38%) compared with those with medium (36%) and low (33%) education levels. A larger proportion of those with low education levels reported that they did not know which organisation made the clip (21%) compare with those with high education levels (13%).



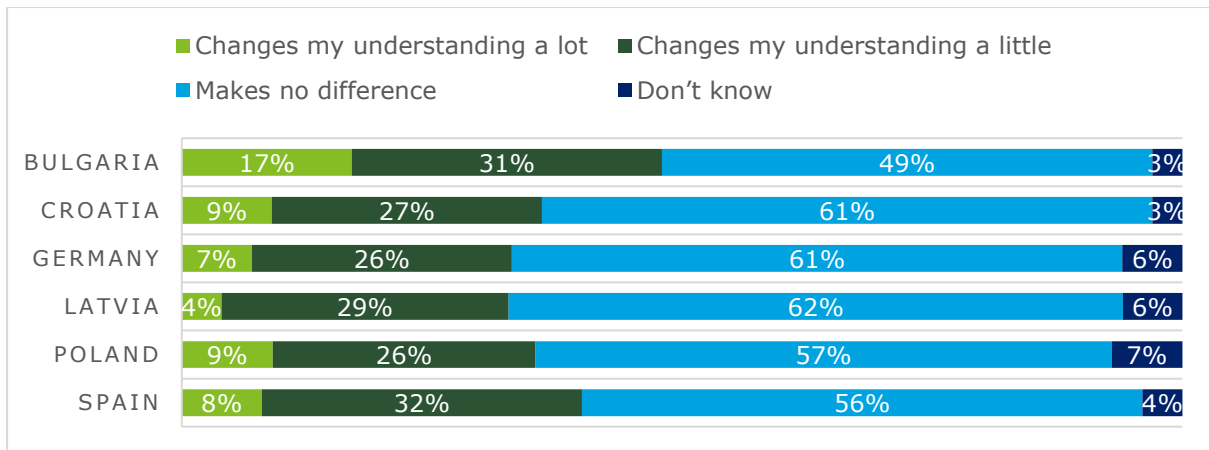
J.3.8 Whether the clip changed respondents' understanding of the EU

Respondents were then informed that the EU had made the clip and asked whether this changed their understanding of the EU. The answer options were as follows:

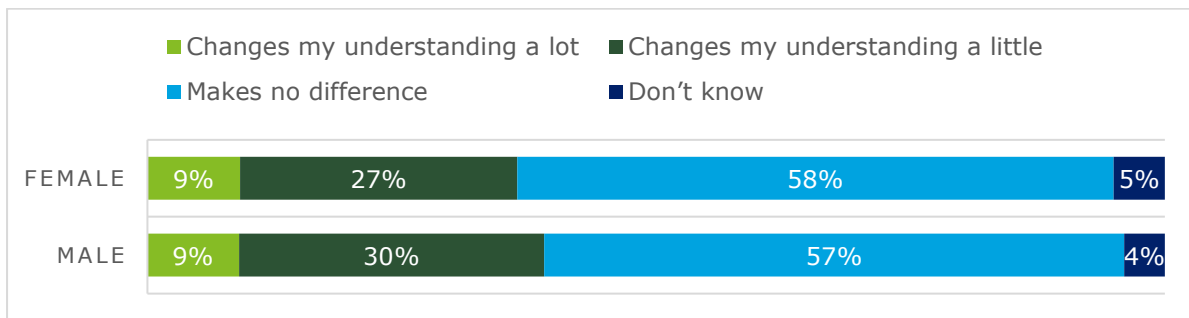
- “changes my understanding a lot”
- “changes my understanding a little”
- “makes no difference”
- “don't know”

Most respondents (58%) indicated that the clip had made no difference to their understanding of the EU.

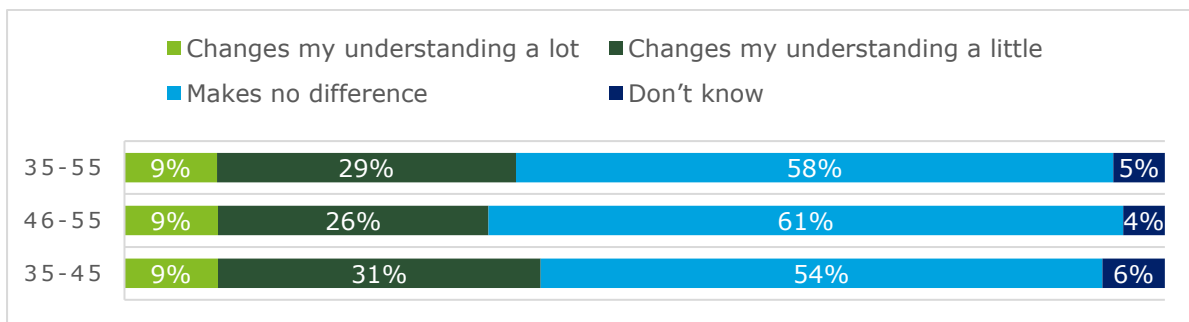
The Member States with the largest proportions of respondents who indicated that the clip had changed their understanding of the EU were Bulgaria (48%) and Spain (40%). The Member States with the smallest proportion of respondents who indicated the same were Germany and Latvia (33%, respectively).



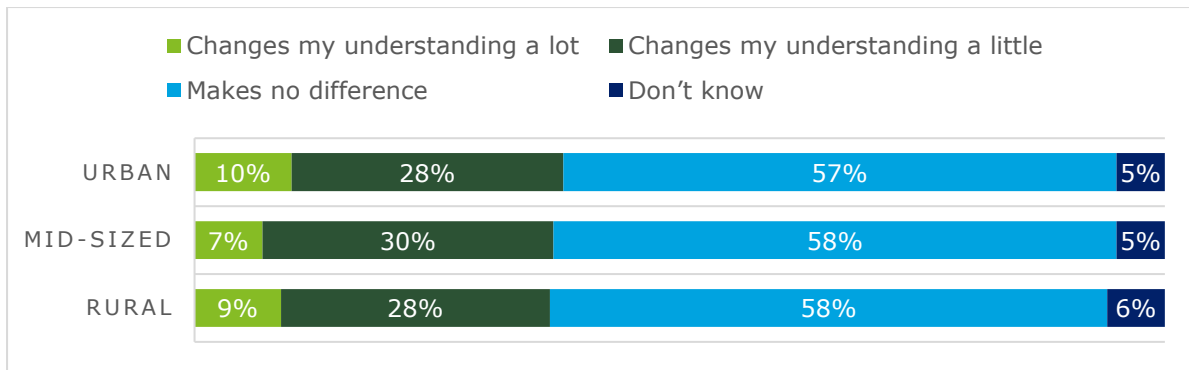
Gender: Similar proportions of male and female respondents that this did not change their understanding of the EU (57% and 58%, respectively). A slightly larger proportion of male than female respondents indicated that it had changed their understanding of the EU (39% compared with 36%).



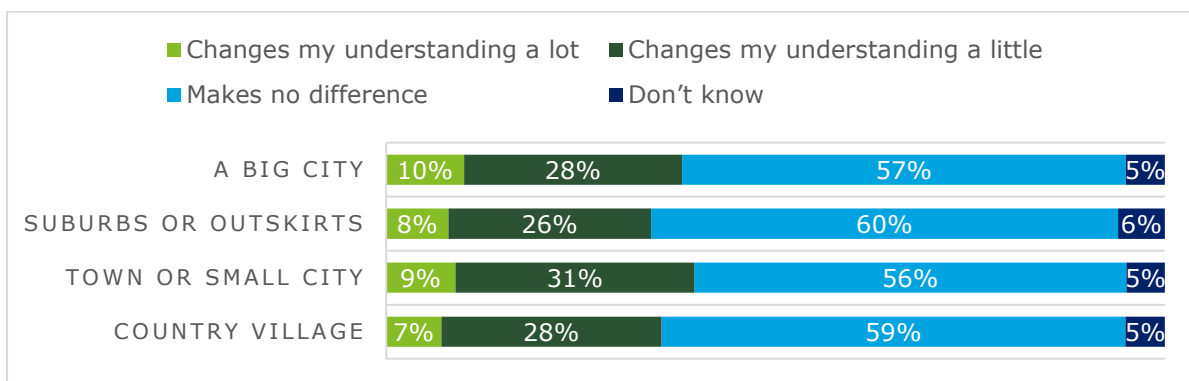
Age group: A larger proportion of respondents aged 46-55 indicated that the clip did not change their understanding of the EU than those aged 35-45 (61% compared with 54%).



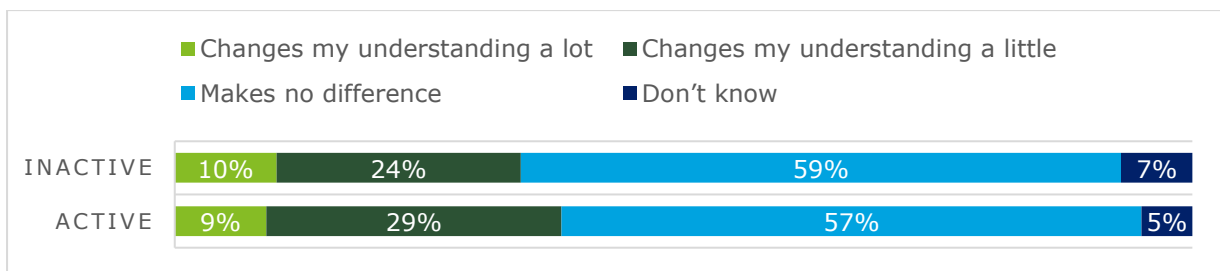
Rurality: There were no marked differences between groups with regards to respondents who indicated that this made no difference to their understanding of the EU (57% in urban, and 58% in mid-sized and rural areas, respectively).



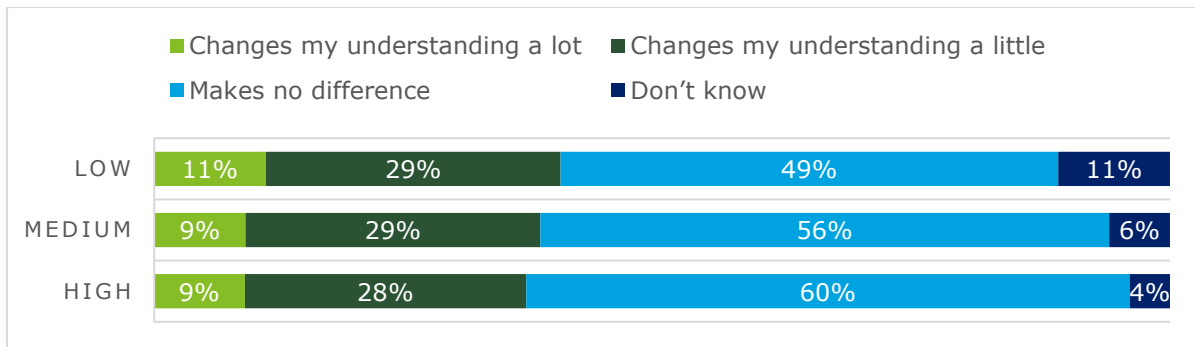
Living area: The largest proportion of respondents who indicated that this made no difference to their understanding of the EU were among those living in suburbs / outskirts (60%), followed by 59% in country villages, 57% in big cities and 56% in towns / small cities.



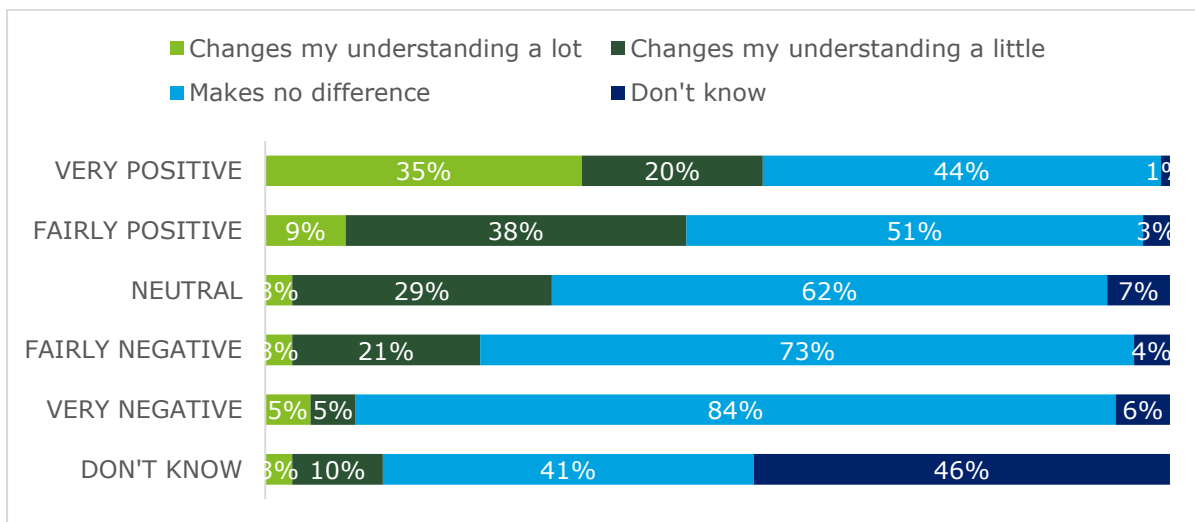
Employment status: Similar proportions of active and inactive respondents reported that the clip made no difference to their understanding of the EU (57% and 59%, respectively). A slightly larger proportion of active respondents reported that it changed their understanding of the EU (38%) than inactive respondents (34%).



Education: A larger proportion of respondents with low education levels reported that the clip changed their understanding of the EU (40%) than those with medium (38%) and high (37%) education levels. 60% of respondents with high, 56% of respondents with medium, and 49% of respondents with low education levels reported that the clip made no difference to their understanding of the EU.



Attitude towards the EU: More than half of the respondents who reported that they felt very positive or fairly positive towards the EU also reported that the clip had changed their understanding of the EU (55% and 47%, respectively). By contrast, 62% of respondents who reported feeling neutral towards the EU, and 73% of respondents who reported feeling fairly negative, also reported that the clip had made no difference to their understanding of the EU.



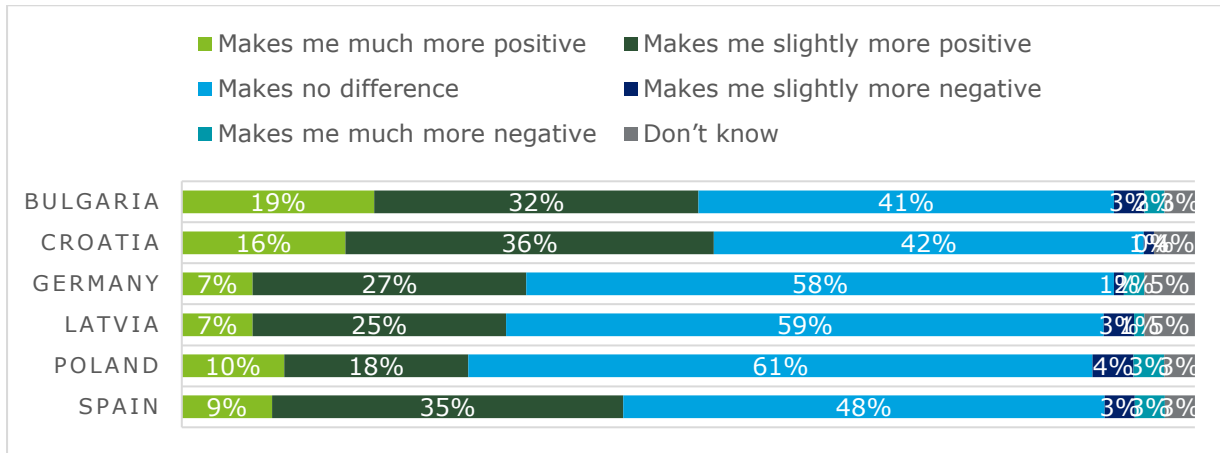
J.3.9 What difference, if any, the clip made to respondents' feelings about the EU

Respondents were then asked what difference, if any, the clip made to their feelings about the EU, with the following answer options:

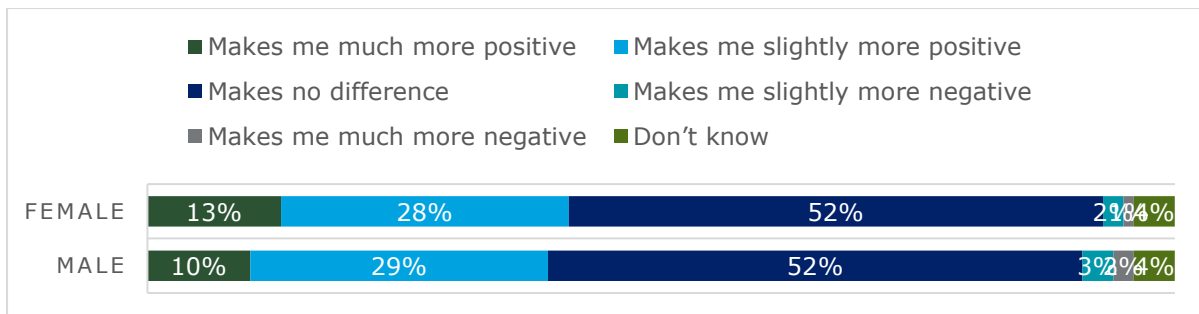
- “makes me much more positive”
- “makes me slightly more positive”
- “makes no difference”
- “makes me slightly more negative”
- “makes me much more negative”
- “don't know”

52% of all respondents indicated that the clip made no difference to their feelings about the EU.

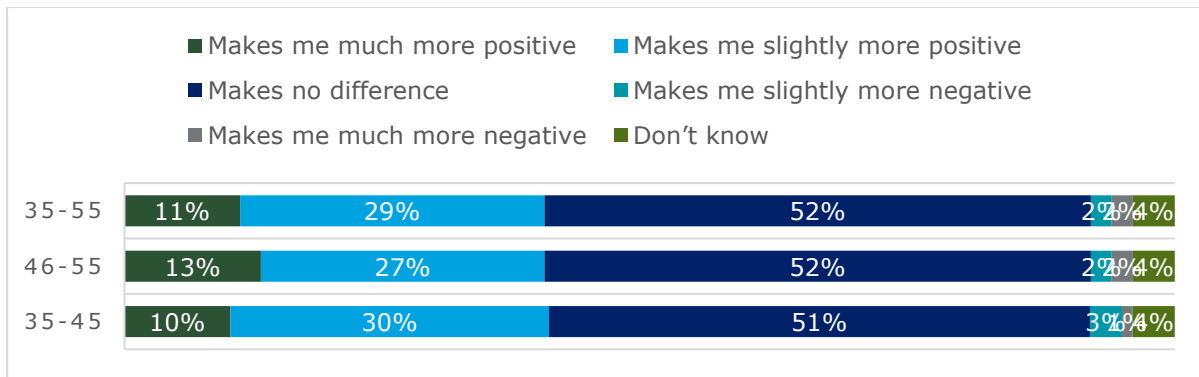
The Member States with the largest proportions of respondents who indicated that the clip made no difference to their feelings about the EU were Poland (61%), Latvia (59%) and Germany (58%). The Member States with the largest proportions of respondents who indicated that the clip made them feel more positive about the EU were Croatia (52%) and Bulgaria (51%).



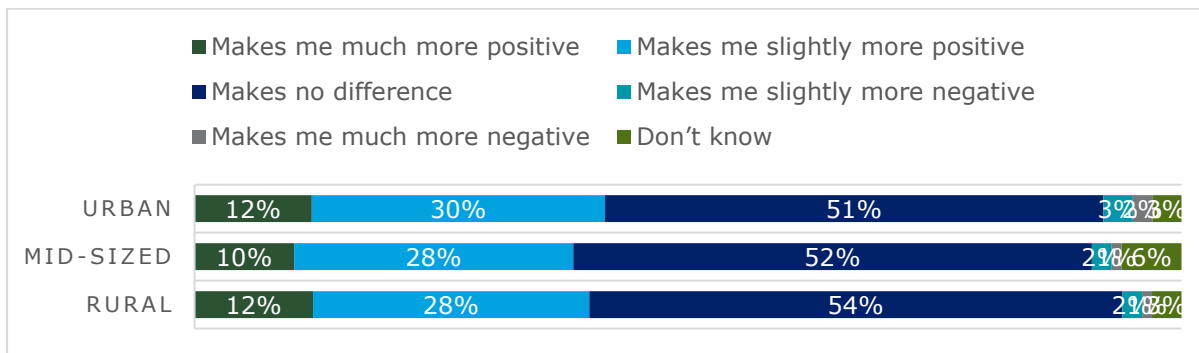
Gender: Comparable proportions of male and female respondents indicated that this clip made them feel more positive about the EU (40% and 41%, respectively), with a slightly larger proportion of male respondents who indicated that it made them more negative (5% compared with 3% of female respondents).



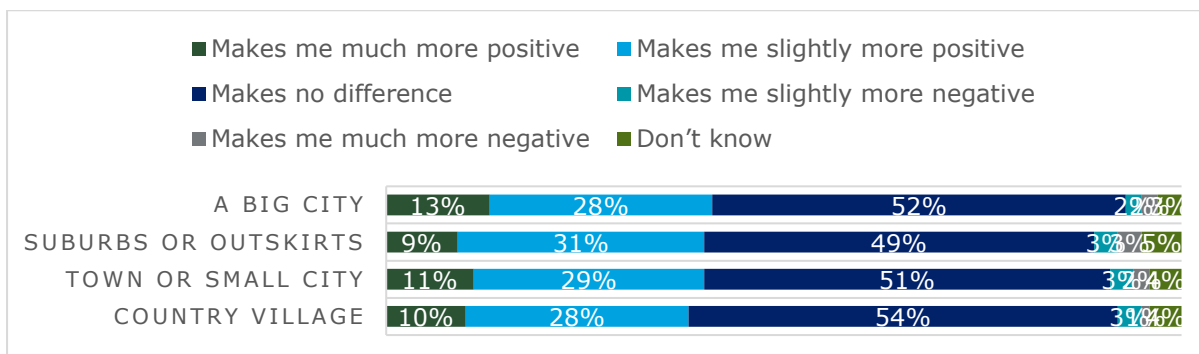
Age group: There were no marked differences between proportions of respondents aged 35-45 and 46-55 who stated that the clip made them feel more positive about the EU (41% and 40%, respectively). 4% in each age group stated that the clip made them feel more negative about the EU.



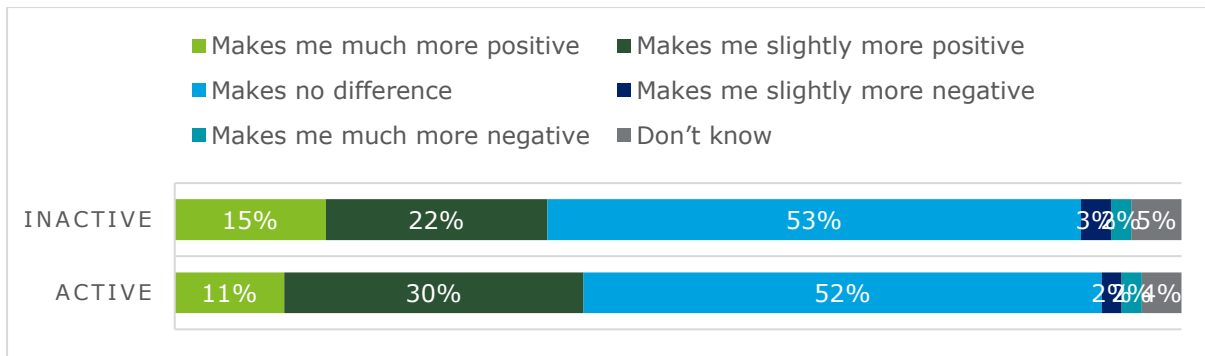
Rurality: There were no marked differences between proportions of respondents from urban, mid-sized and rural areas who reported that the clip made them feel more positive about the EU (41%, 38% and 40%, respectively) and those who reported that it made them feel more negative about the EU (5%, 4% and 3%, respectively).



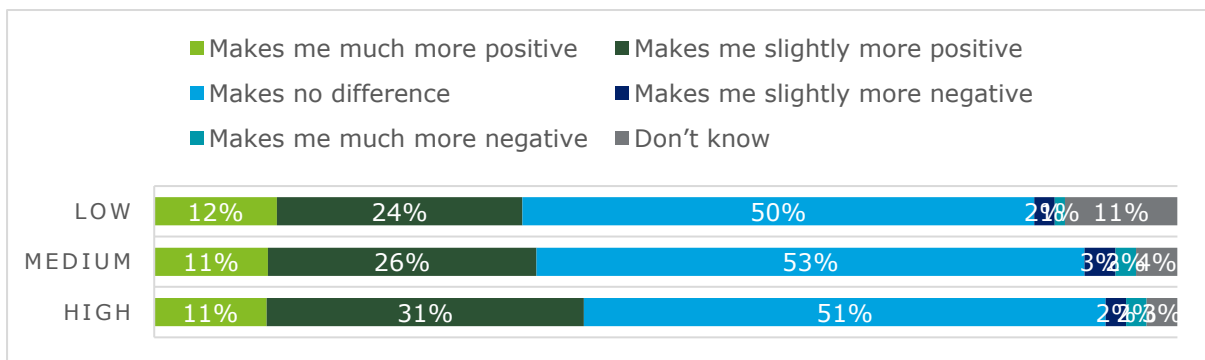
Living area: There were no marked differences between proportions of respondents by living areas who reported that the clip made them feel more positive about the EU. The largest proportion was among those living in big cities (41%) and the smallest proportion was among those living in country villages (38%).



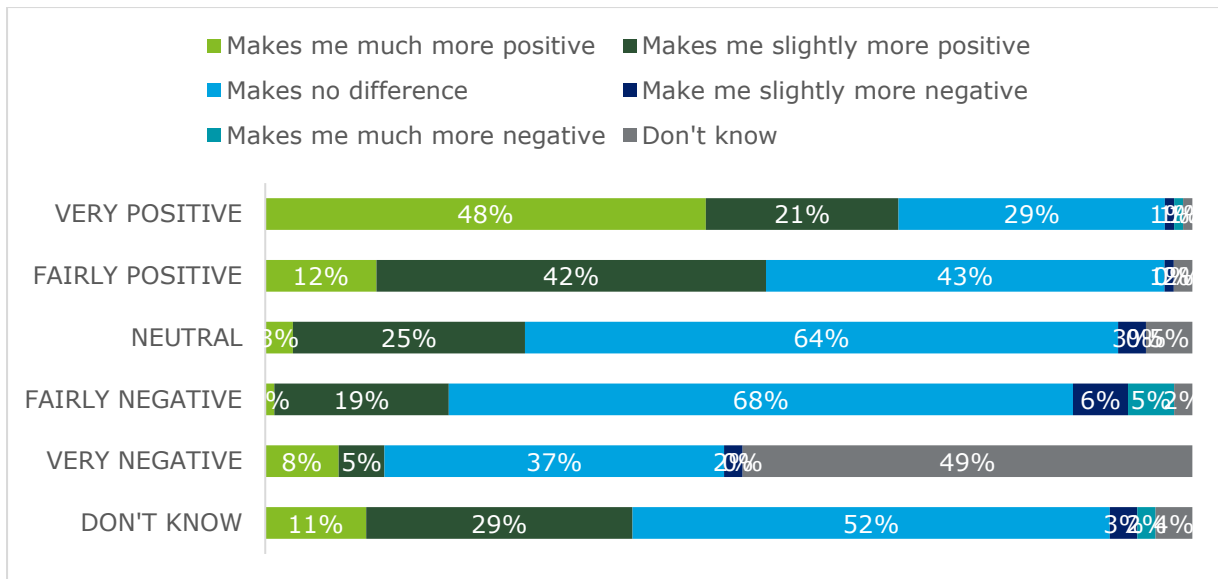
Employment status: Most active and inactive respondents reported that the clip made no difference to their feelings about the EU (52% and 53%, respectively). A larger proportion of active than inactive respondents reported that it made them feel more positive about the EU (41% compared with 37%).



Education: The largest proportion of respondents who reported that the clip made them feel more positive about the EU were among those with high education levels (42%, compared with 37% of respondents with medium, and 36% of respondents with low education levels). About half of the respondents in each group reported that the clip made no difference to their feelings about the EU (50% of respondents with low, 53% with medium and 51% with high education levels).



Attitude towards the EU: More than half of the respondents who reported that they felt very positive or fairly positive towards the EU also reported that the clip had made them feel more positive about the EU (69% and 53%, respectively). By contrast, 64% of respondents who reported feeling neutral towards the EU, and 68% of respondents who reported feeling fairly negative, also reported that the clip had made no difference to their feelings about the EU. Almost one third of respondents who reported that they did not know about their attitude towards the EU in general reported that the clip made them feel slightly more positive about the EU.

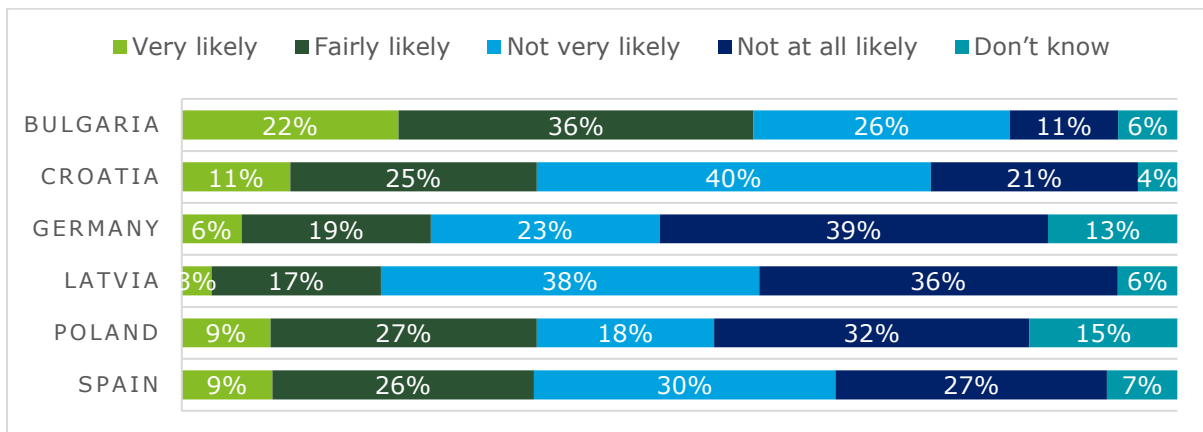


J.3.10 How likely or unlikely respondents were to consider sharing the clip on social media

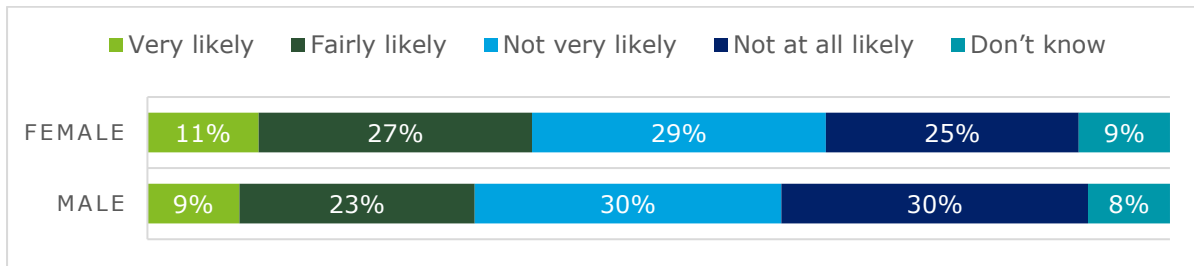
Respondents were then asked how likely or unlikely, if at all, they were to consider sharing the advert on social media with the following answer options:

- “very likely”
- “fairly likely”
- “not very likely”
- “not at all likely”
- “don’t know”

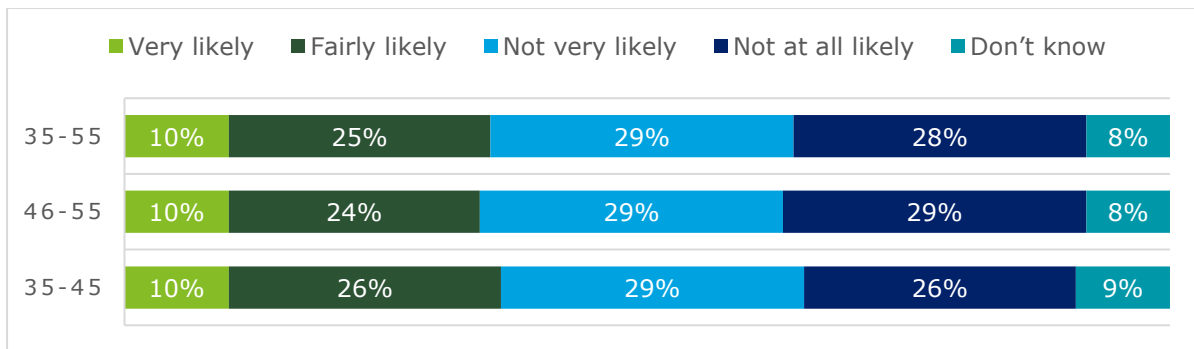
Most respondents (57%) reported that they were unlikely to consider sharing the clip on social media. The Member States with the largest proportions of respondents who stated being unlikely to do so were Latvia (74%), Croatia and Germany (61%, respectively). The Member State with the largest proportion of respondents who stated that they were likely to share the clip on social media was Bulgaria (57%).



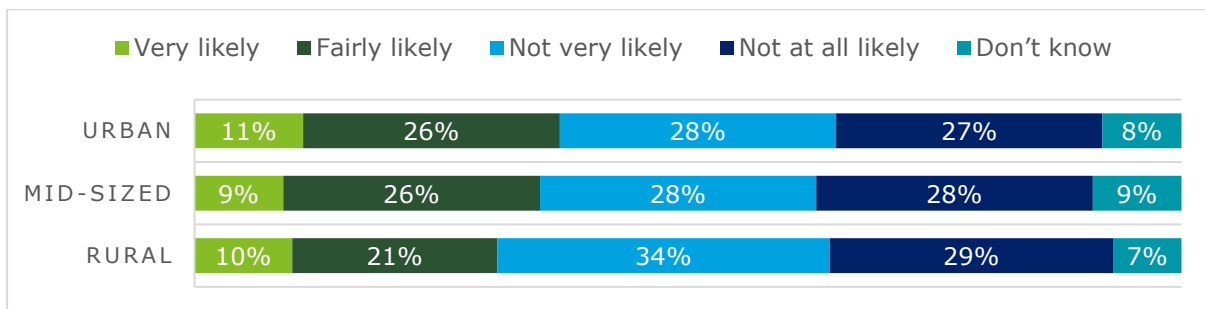
Gender: A larger proportion of male than female respondents reported that they were unlikely to share the advert on social media (60% compared with 54%).



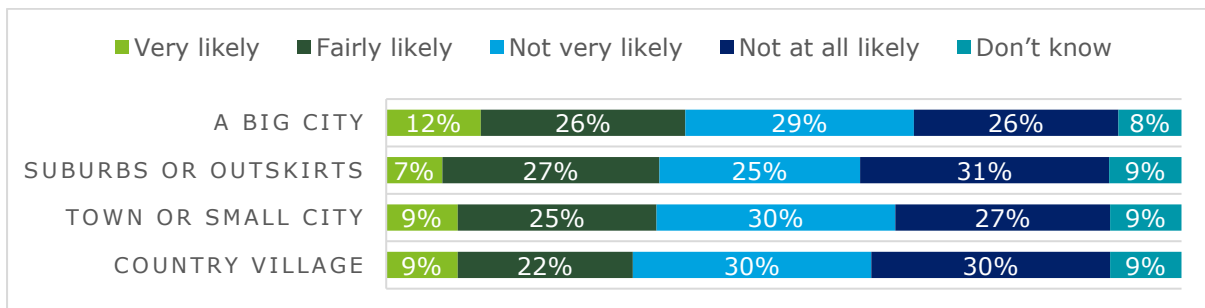
Age group: A slightly larger proportion of those aged 46-55 reported that they were unlikely to share the advert on social media (58%) compared with 55% from the 35-45 age group.



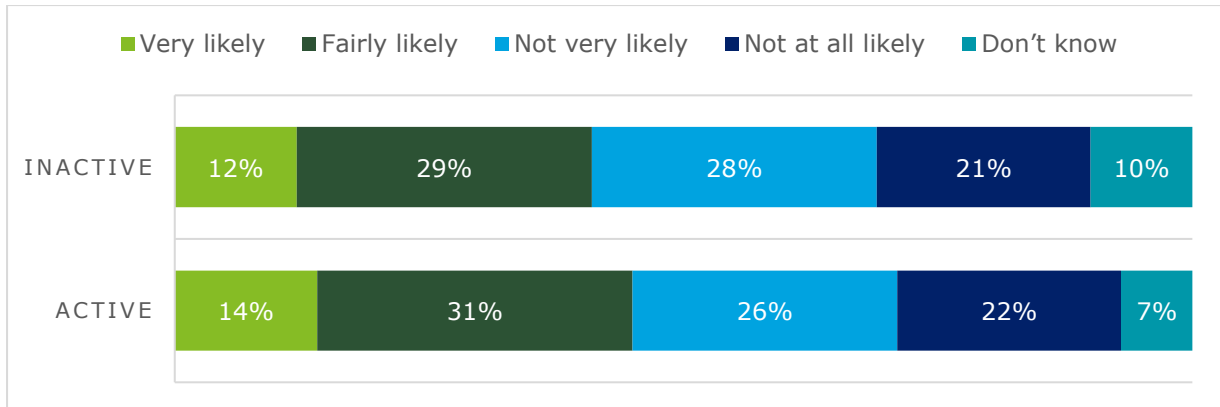
Rurality: The largest proportion of respondents who stated that they were likely to share the advert on social media were from urban and mid-sized areas (36% and 35%, respectively) compared with 30% from rural areas.



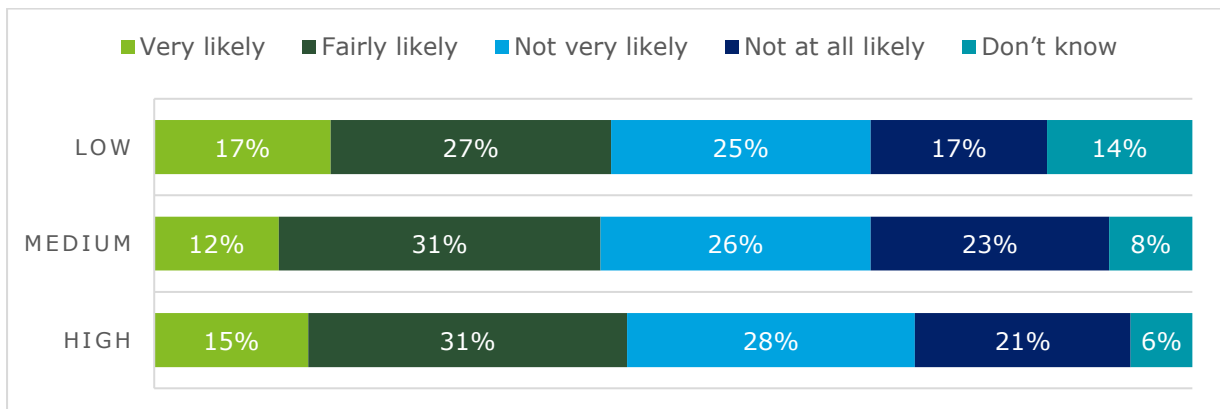
Living area: The largest proportion of respondents who stated that they were unlikely to share the advert on social media were from country villages (60%) compared with 55% who were from a big city.



Employment status: A larger proportion of active than inactive respondents reported that they were unlikely to share the advert on social media (57% compared with 53%). The same proportion of respondents within both groups reported that they were likely to share it (35%, respectively).



Education: A larger proportion of respondents with high education levels reported that they were unlikely to share the advert on social media compared with those with medium or low education levels (58%, compared with 56% and 55%, respectively).



J.4 EUandME

KEY FINDINGS:

- ✘ Most respondents (73%) reported that they liked the clip they had viewed, and 81% reported that the issues presented interested people like them.
- ✘ There were notable differences between Member States in the proportions of respondents who liked the clip. The largest proportion was in Bulgaria (72%) and the smallest in Germany (57%). The same applies for differences in the proportions of respondents who felt that the issues presented interested people like them (90% in Bulgaria and 70% in Germany).
- ✘ Most respondents (58%) reported that the clip was for people of their age. This proportion was larger among those aged 18-26 (68%) than those aged 27-35 (49%). 39% of respondents aged 27-35 thought that the clip was for people younger than them.
- ✘ When asked whether respondents knew which organization made the clip, 41% reported that they did not know, and 23% that they were unsure (37% answered “yes”).
- ✘ When prompted with three answer options about the organization that made the clip (my government, the EU, an international organization), most respondents (72%) correctly identified the European Union as the author of the clip. However, almost half of the respondents in Bulgaria and Poland indicated that the author of the clip was an international organisation (48% and 47%, respectively). Only in Croatia and Spain, most respondents identified the European Union as the author of the clip (68% and 52%, respectively).
- ✘ 57% of respondents indicated that the clip made no difference to their understanding of the EU. 9% reported that it changed their understanding “a lot” and 31% that it changed their understanding “a little”. The largest proportion of respondents who reported that the clip had made no difference to their understanding of the EU was based in Croatia (70%). The largest proportion of respondents who reported that the clip had changed their understanding of the EU was in Bulgaria (48%).
- ✘ Responses were split as to whether the clip made a difference to respondents’ feelings about the EU, with 47% of respondents who indicated that it made no difference and 46% of respondents who reported that it made them feel more positive about the EU. The largest proportion of respondents who reported that the clip had made no difference to their feelings about the EU was in Poland (55%) and the largest proportion of respondents who reported that the clip made them feel more positive towards the EU was in Bulgaria (63%).

- There were pronounced differences in responses by attitudes towards the EU in general, with markedly larger proportions of respondents who reported feeling “very positive” or “fairly positive” towards the EU reporting that they liked the clip, that the issues presented interested people like them, and that it changed their understanding of and feelings towards the EU, than those who reported feeling “neutral”, “fairly negative” or “very negative” towards the EU.

J.4.1 Respondents’ characteristics

The polling exercise about the EUandME campaign took place in 6 Member States (Bulgaria, Croatia, Germany, Latvia, Poland, Spain). **The target group was as per the campaign’s target audience age group, Europeans aged 17-35.**

The total sample of respondents who answered the survey was n=3,000, with 500 respondents from each Member State.

The following table shows the sample by their characteristics (Table 4). To analyse the responses, we applied weights to correct for any discrepancies in these proportions to truer reflect the actual population.

Table 19: EUandME Polling Sample

Characteristics	n	%
Gender		
<i>male</i>	1515	51
<i>female</i>	1485	49
Age groups		
<i>18-26</i>	1330	44
<i>27-35</i>	1670	56
Rurality		
<i>urban</i>	1666	56
<i>mid-sized</i>	737	25
<i>rural</i>	597	20
Living area		
<i>a big city</i>	1369	46
<i>suburbs or outskirts</i>	241	8
<i>town or small city</i>	907	30
<i>country village</i>	436	15
Employment status		
<i>active</i>	2295	77

<i>inactive</i>	705	24
Education level		
<i>low</i>	196	7
<i>medium</i>	1216	41
<i>high</i>	1587	53
Attitude towards the EU		
<i>very positive</i>	401	13
<i>fairly positive</i>	1176	40
<i>neutral</i>	1068	36
<i>fairly negative</i>	219	7
<i>very negative</i>	79	3
<i>don't know</i>	58	2

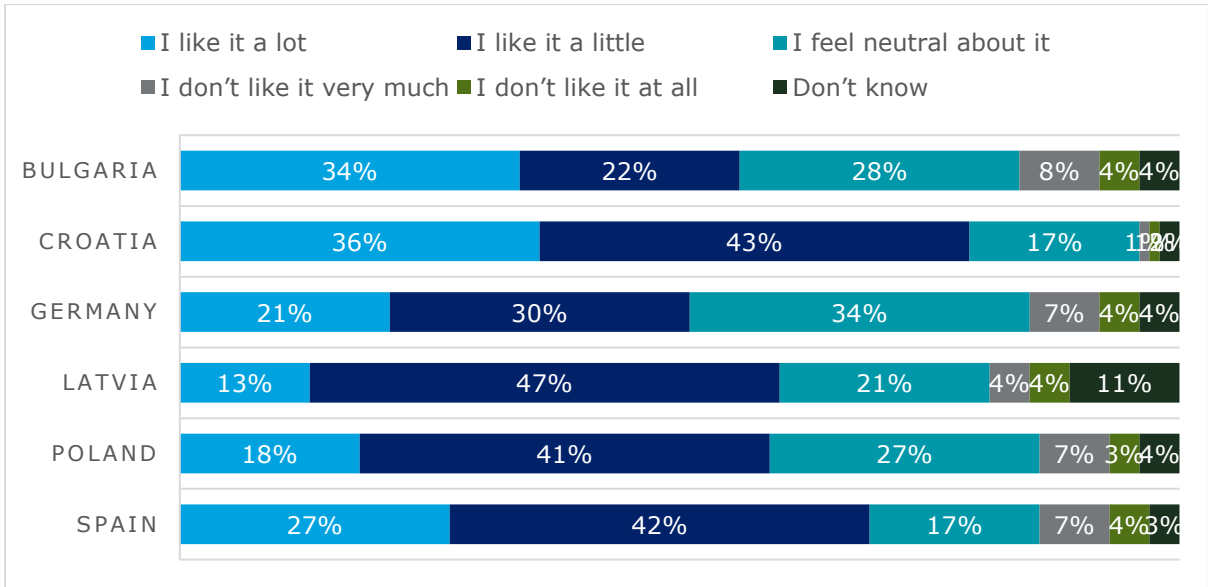
J.4.2 What respondents thought of the clip

Respondents were asked what they thought of the clip they had viewed, with the following answer options:

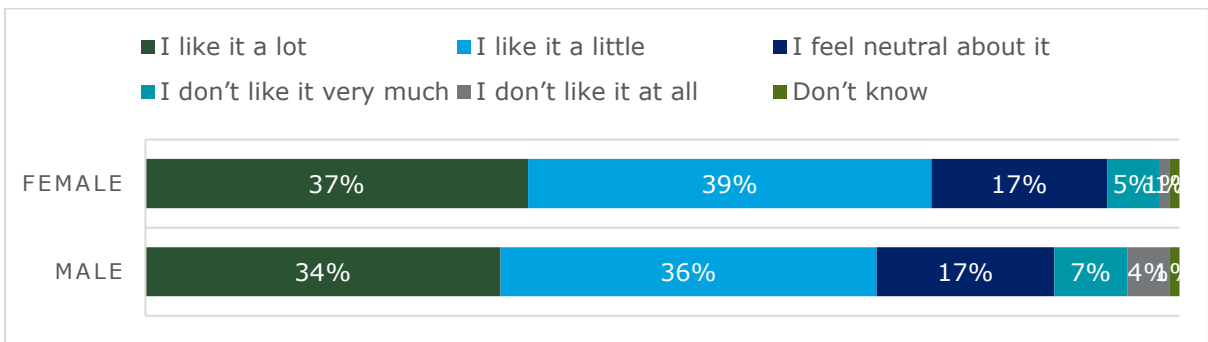
- “I like it a lot”
- “I like it a little”
- “I feel neutral about it”
- “I don’t like it very much”
- “I don’t like it at all”
- “Don’t know”

Most respondents (73%) reported that they liked the clip, of which 36% reported that they liked it a lot and 38% that they liked it a little.

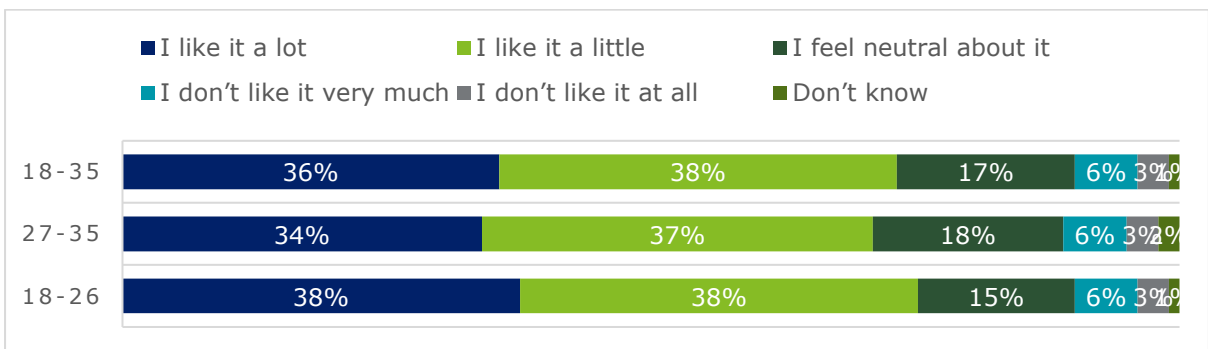
More than half of the respondents in Bulgaria reported that they liked the clip a lot (72%), followed by 41% in Spain and 31% in Croatia. The smallest proportion of respondents who reported liking the clip was in Germany (57%), where 26% reported that they felt neutral about it and 15% that they disliked it.



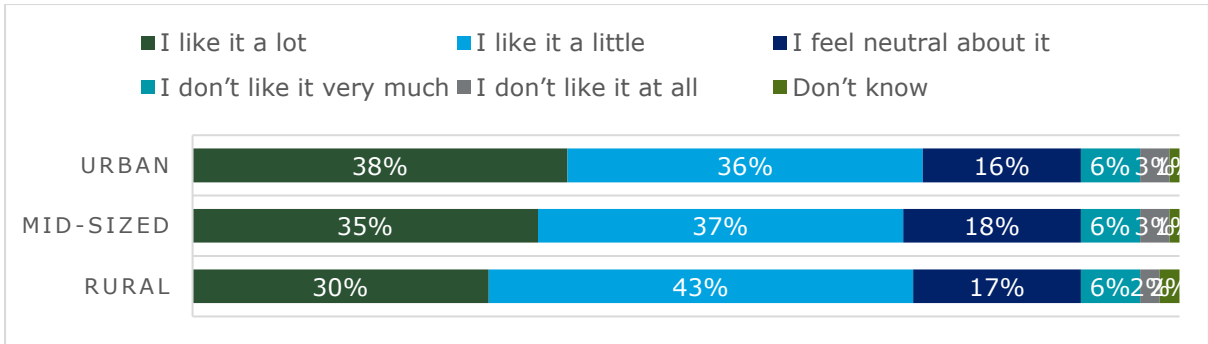
Gender: A larger proportion of female than male respondents reported liking the clip they viewed (76% compared with 71%).



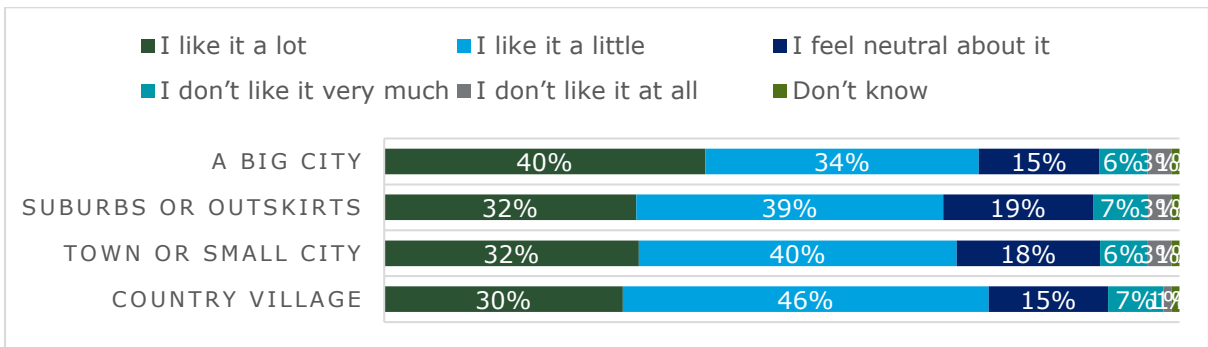
Age group: A larger proportion of respondents aged 18-26 reported that they liked the clip than those aged 27-35 (76% compared with 71%).



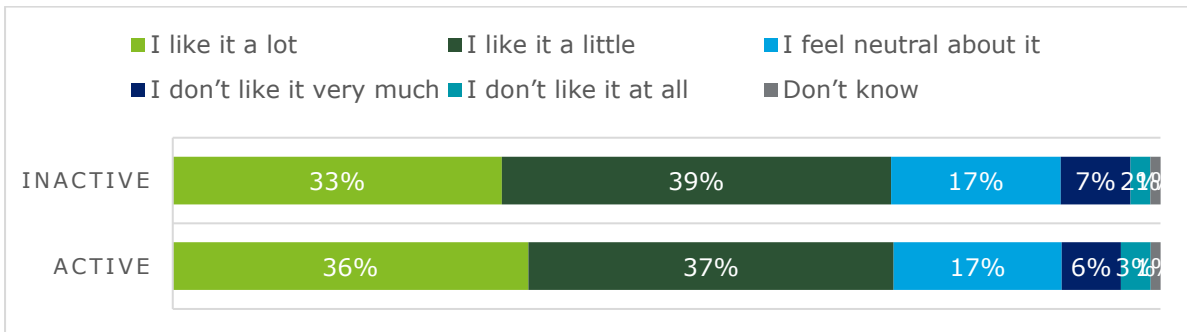
Rurality: There were no notable differences in proportions of respondents living in urban, mid-sized and rural areas who reported liking the clip (74%, 72% and 73%, respectively).



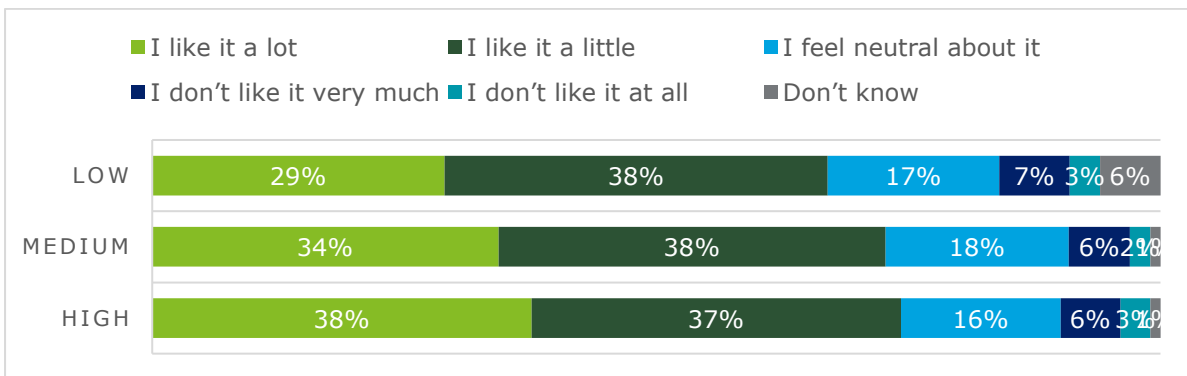
Living area: There were no notable differences in proportion of respondents by living area who reported liking the clip (74% in a big city compared with 76% in a country village).



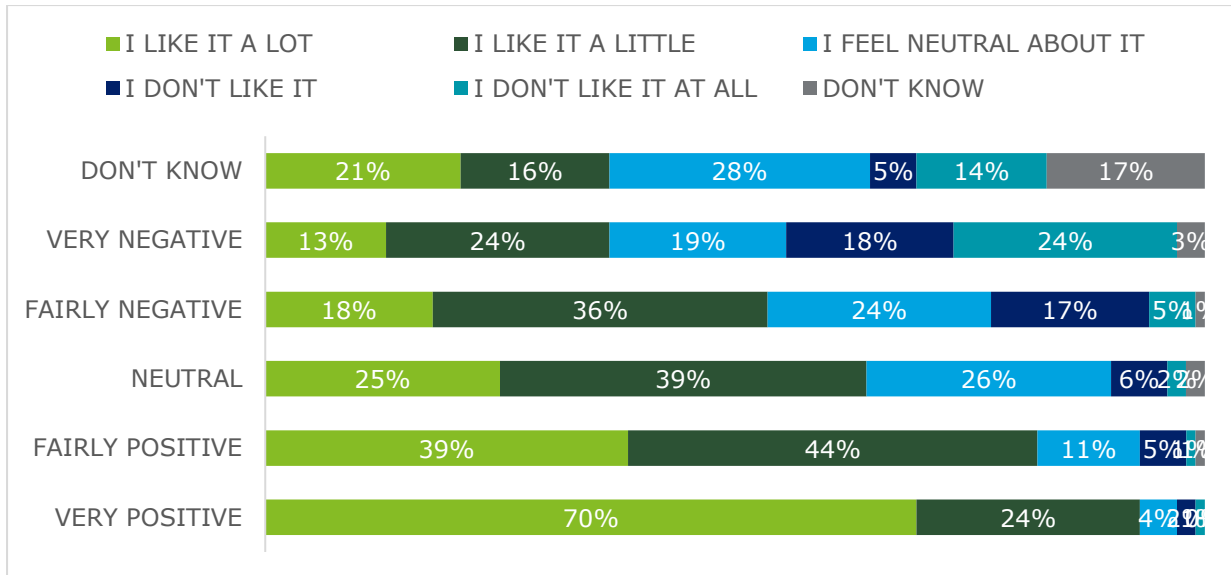
Employment status: There were no notable differences in proportions between active and inactive respondents who reported liking the clip (74% and 72%, respectively).



Education: A larger proportion of respondents who reported liking the clip had a higher education level (75%) compared with those who had a low education level (67%).



Attitude towards the EU: Larger proportions of respondents who reported feeling very positive or fairly positive towards the EU in general reported that they liked the clip (93% and 83%, respectively), compared with those who reported feeling neutral (64%) or fairly negative (54%) towards the EU.



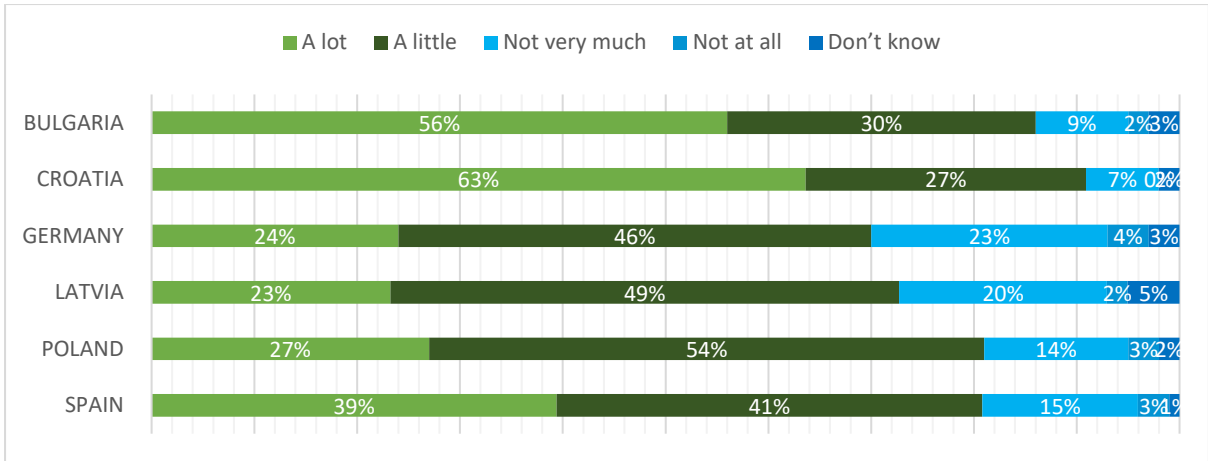
J.4.3 Whether the issues presented in the clip interested people like them

Respondents were then asked whether the issues presented in the clip interested people like them, with the following answer options:

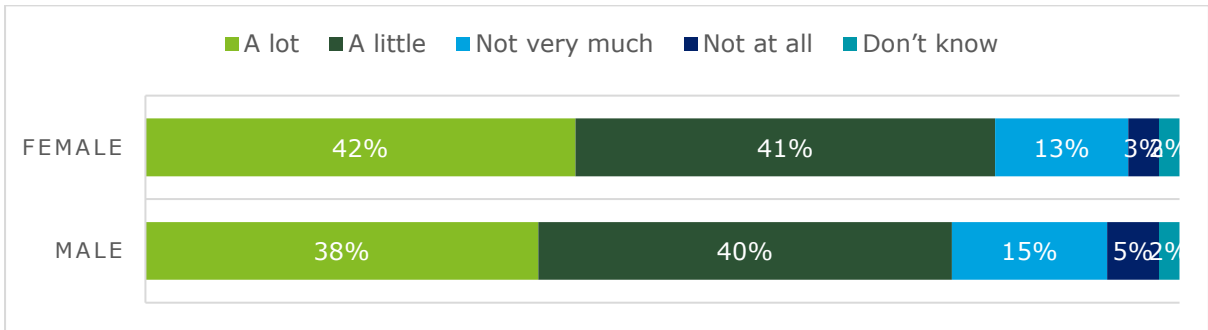
- “a lot”
- “a little”
- “not very much”
- “not at all”
- “don’t know”

Most respondents (81%) found that the issues presented interested people like them, with opinions almost equally split between the proportions who indicated that it interested people like them “a lot” (40%) or “a little” (41%).

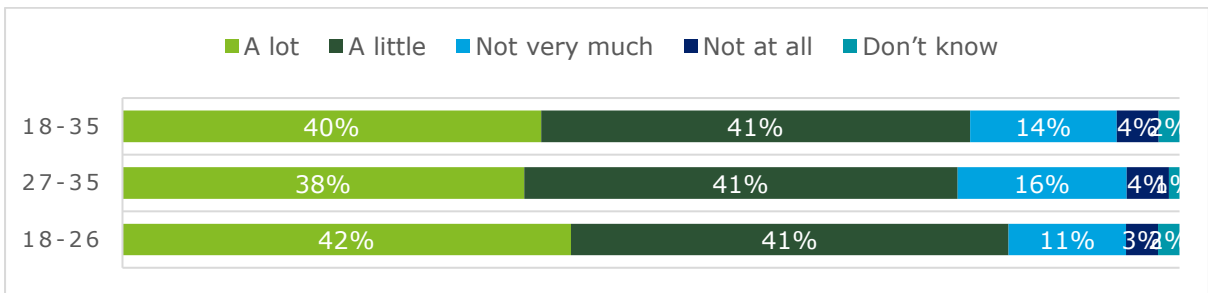
These proportions were largest in Bulgaria (90%), Latvia (84%), Croatia and Spain (82%, respectively). The largest proportion of respondents who reported that they did not think that the issues presented in the clips interest people like them were in Germany (30%), Poland (20%) and Croatia and Spain (17%, respectively).



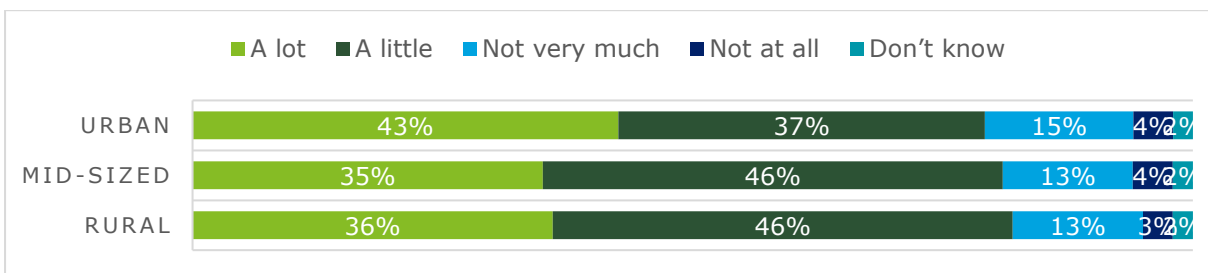
Gender: A larger proportion of female than male respondents reported that they thought the issues presented interested people like them (83% compared with 78%).



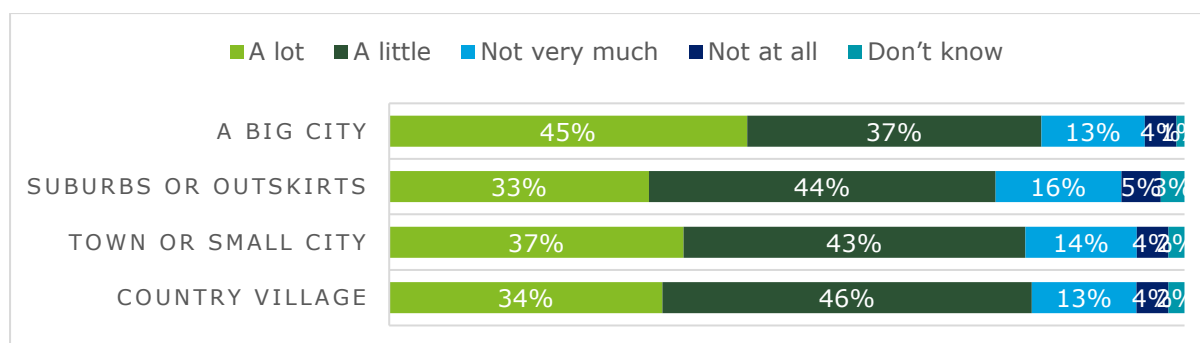
Age group: There were no notable differences between the 18-26 and 27-35 age groups in the proportions of respondents who thought that the issues presented interested people like them (81% and 79%, respectively).



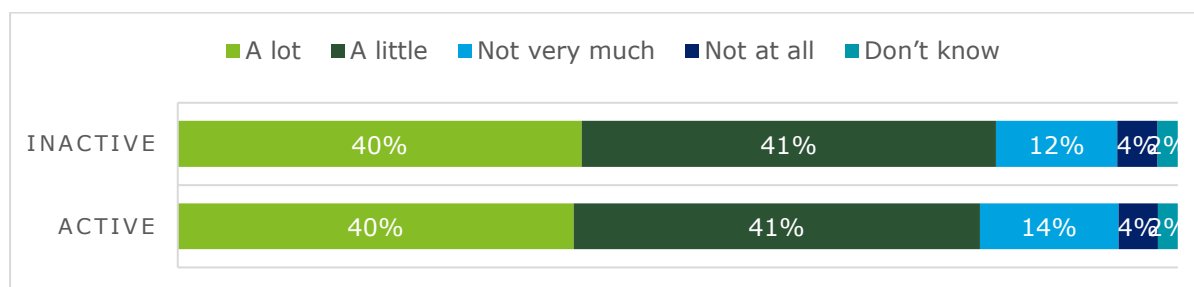
Rurality: There were no notable differences between urban, mid-sized and rural areas as to the proportions of respondents who thought that the issues presented interested people like them (80%, 81% and 82%, respectively).



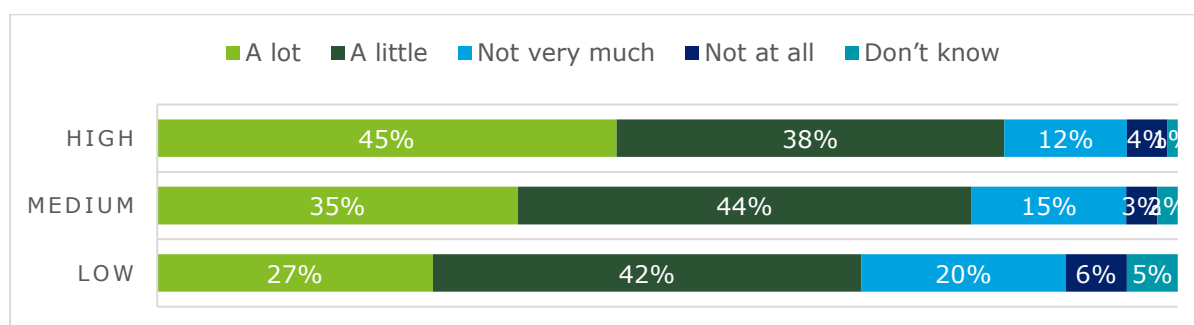
Living area: There were no notable differences in responses by living area, with the exception of suburbs / outskirts, where a smaller proportion of respondents reported that they issues presented interested people like them (77%) compared with those from a big city, town / small city or country village (82%, 81% and 81%, respectively) .



Employment status: There were no notable differences between active and inactive respondents who reported that the issues presented interested people like them (81% and 82%, respectively).

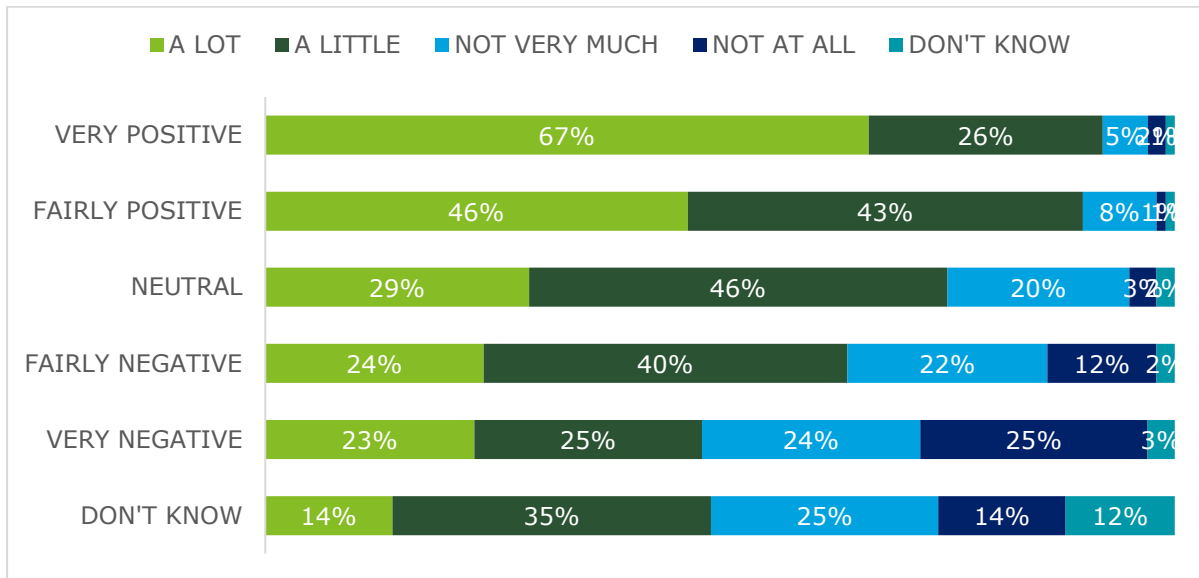


Education: A larger proportion of respondents with a high education level (83%) reported that the issues presented interested people like them compared with those with medium (80%) and low (69%) education levels. Specifically, 45% of respondents with a high education level reported that the issues presented interested people like them “a lot”, compared with 35% of respondents with a medium and 27% of respondents with a low education level.



Attitude towards the EU: In all groups, more than half of the respondents reported that the issues presented interested people like them, apart from those who reported feeling very negative towards the EU or who did not know about their attitude. Larger proportions of respondents who reported feeling very positive or fairly positive towards the EU in general reported that they felt that the issues presented interested people like them (93% and 89%,

respectively), compared with those who reported feeling neutral (75%) or fairly negative (64%) towards the EU.

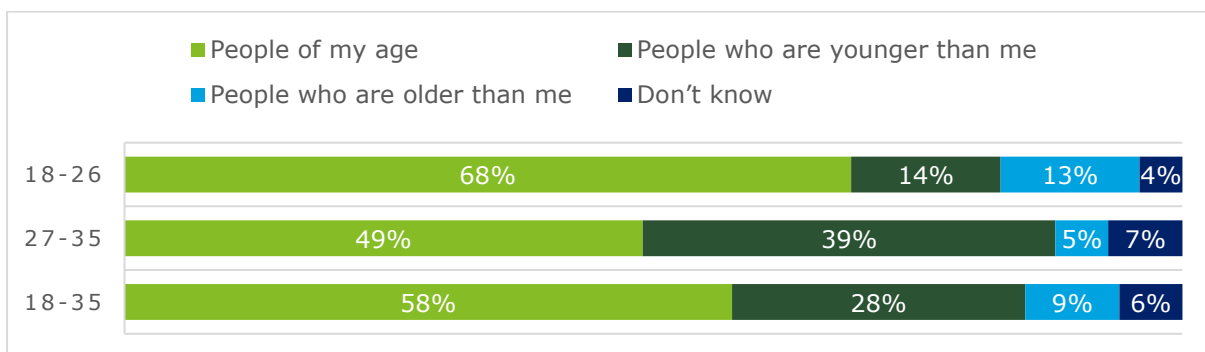


J.4.4 Who respondents thought the clip was for

Respondents were then asked who they thought the video clip was for, with the following answer options:

- “people of my age”
- “people who are younger than me”
- “people who are older than me”
- “don’t know”

Most respondents (58%) reported that the clip was for people of their age. A larger proportion of those aged 18-26 thought that the clip was for people their age than those aged 27-35 (68% compared with 49%). 39% of respondents aged 27-35 thought that the clip was for people younger than them.



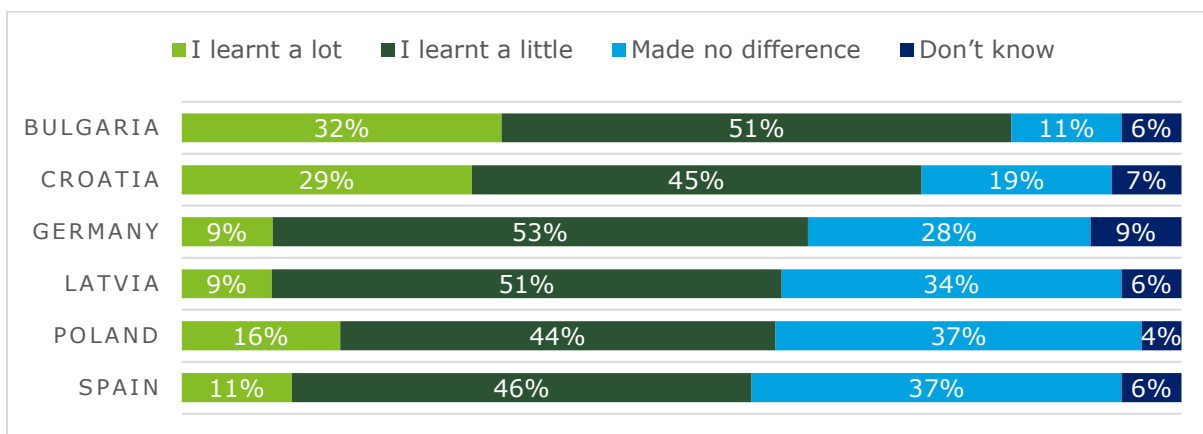
J.4.5 Whether respondents learnt anything new from the clip

Respondents were then asked whether they had learnt anything new from the clip they viewed, with the following answer options:

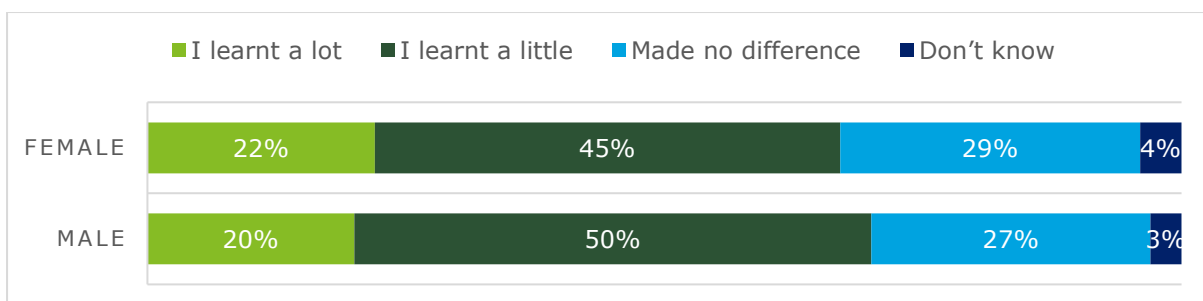
- “I learnt a lot”
- “I learnt a little”
- “Made no difference”
- “Don’t know”

Slightly under half of all respondents indicated that they had learnt “a little” from this clip (48%), compared with 28% who indicated that it had “made no difference” and 21% who indicated that they had learnt “a lot”. The Member State with the largest proportion of respondents who indicated that they had learnt “a lot” from the clip was Bulgaria (49%), followed by Croatia (20%).

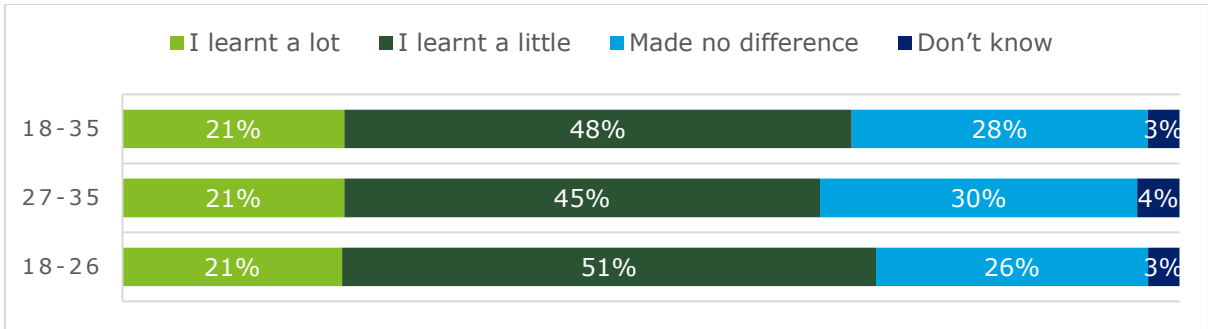
Over a third of respondents in Croatia and Spain (35%, respectively) and Latvia and Poland (32%, respectively) indicated that the clip had made no difference to their level of knowledge.



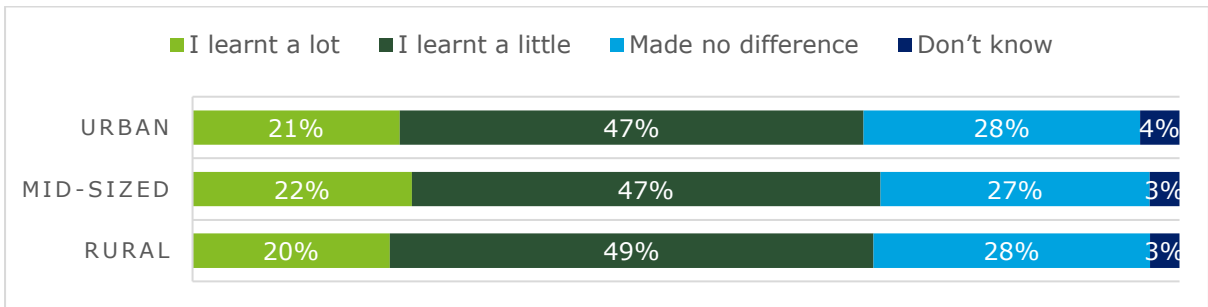
Gender: Slightly less female than male respondents indicated that they had learnt something new from the clip (67% compared with 70%). However, a slightly larger proportion of female than male respondents reported that they had learnt “a lot” (22% compared with 20%).



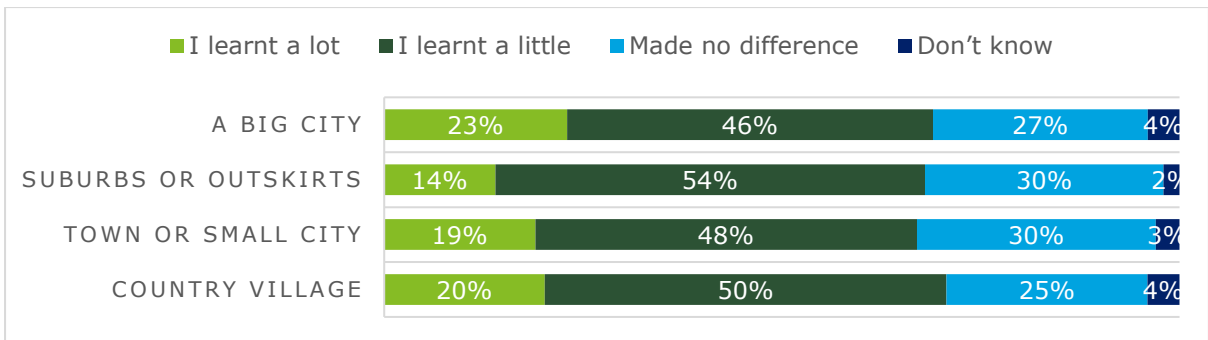
Age group: 72% of respondents aged 18-26 indicated that they had learnt something new from the clip, compared with 66% of respondents aged 27-35. The proportion of those who indicated that they had learnt “a lot” was the same between both age groups at 21%.



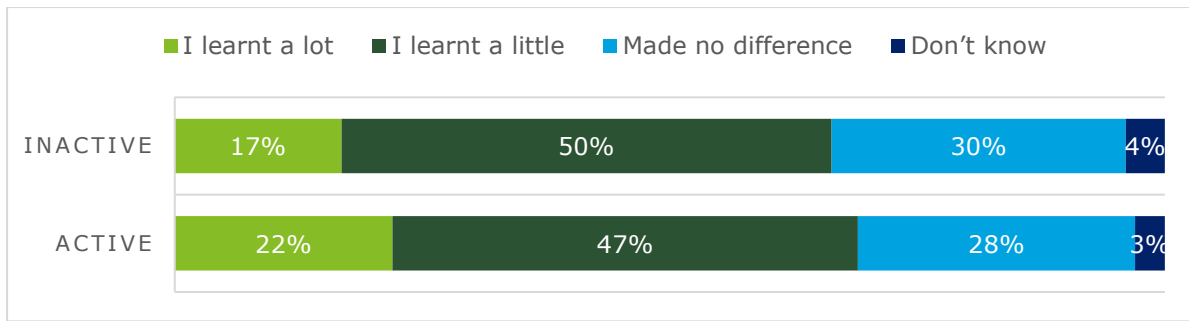
Rurality: There were no notable differences in responses between urban, mid-sized and rural areas, with 68-69% of respondents who indicated that they had learnt something new in each area.



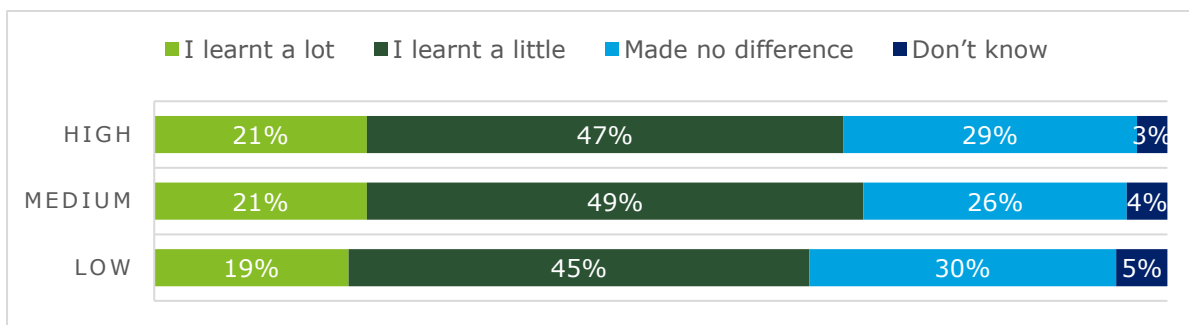
Living area: The proportion of respondents who indicated that they had learnt something new from the clip was largest among those living in a country village (70%), albeit the difference was very small compared with residents of a big city (69%) and those living in suburbs or a town / small city (68% and 67%, respectively).



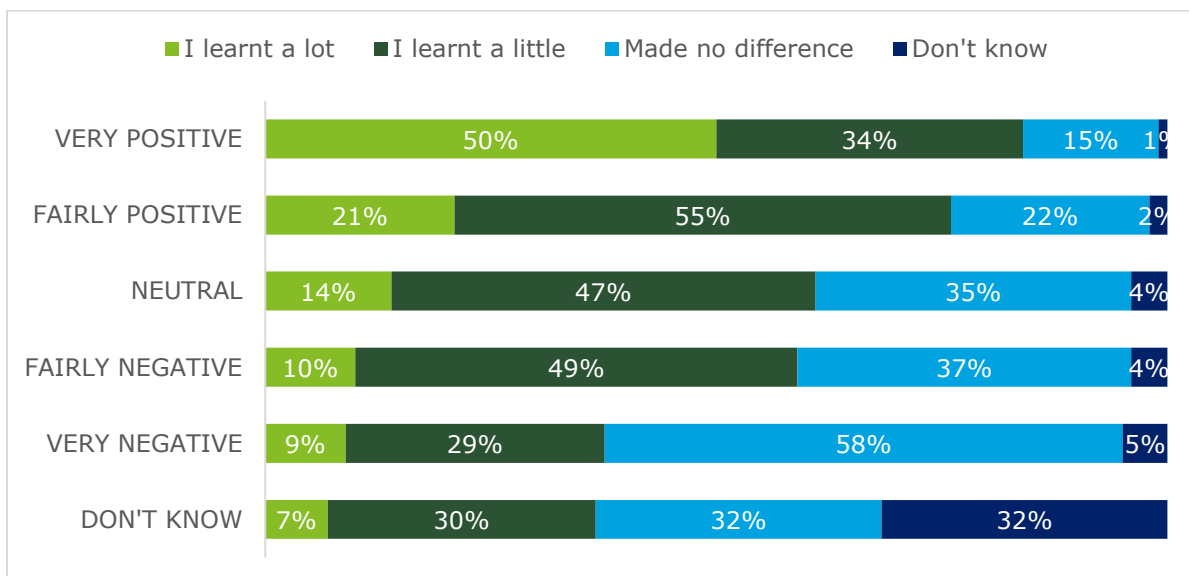
Employment status: There were no notable differences between active and inactive respondents who felt that they learnt something new from the clip (69% and 67%, respectively).



Education: A larger proportion of respondents with a medium education level felt that they had learnt something new from the clip (70%) compared with those with high (68%) and low (64%) education levels.



Attitude towards the EU: Notably larger proportions of respondents who felt very positive or fairly positive towards the EU reported that they had learnt something new from the clip (84% and 75%, respectively) compared with those who reported feeling neutral (61%), fairly negative (59%) or very negative (38%) towards the EU.



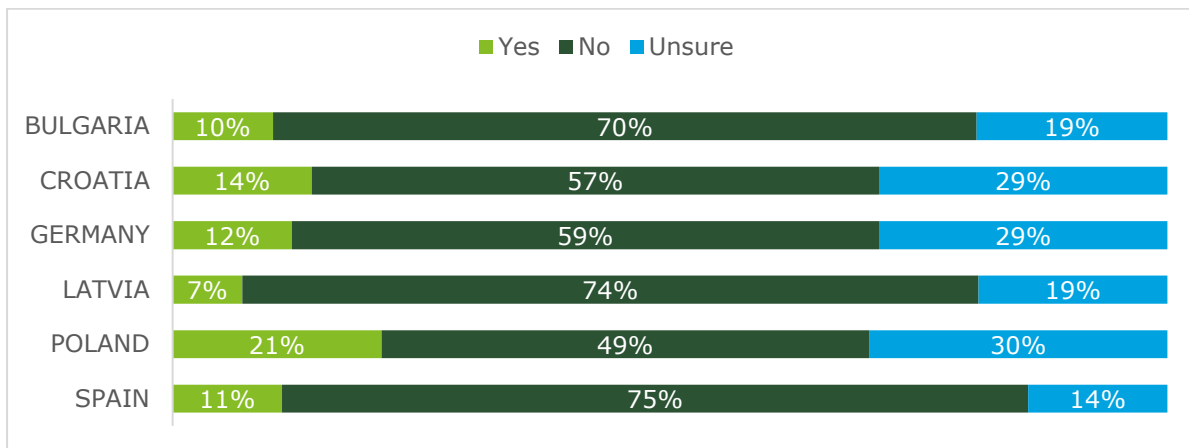
J.4.6 Whether respondents knew which organisation made the clip

Respondents were then asked whether they knew which organization made the clip, with the following answer options:

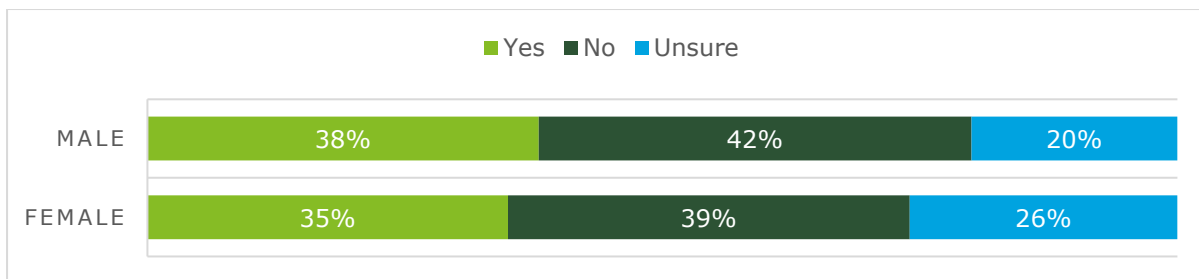
- “yes”
- “no”
- “unsure”

64% of respondents reported that they did not know or were unsure which organisation made the clip.

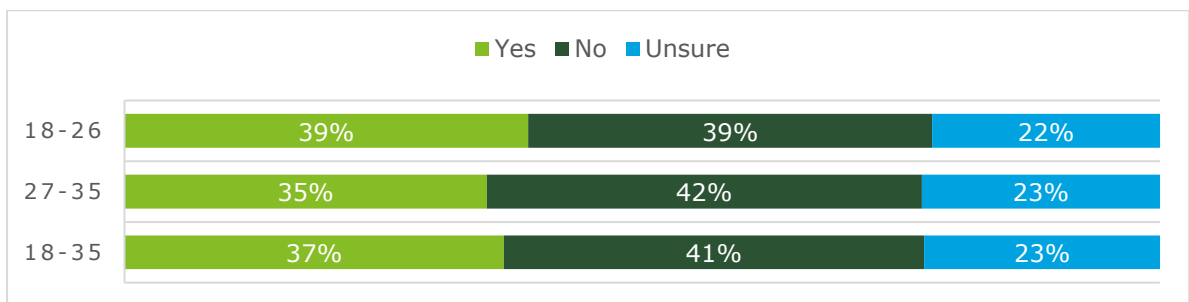
The Member State with the largest proportion of respondents who reported that they did not know or were unsure which organisation made the clip was Latvia (76%), followed by Croatia (68%) and Spain (61%).



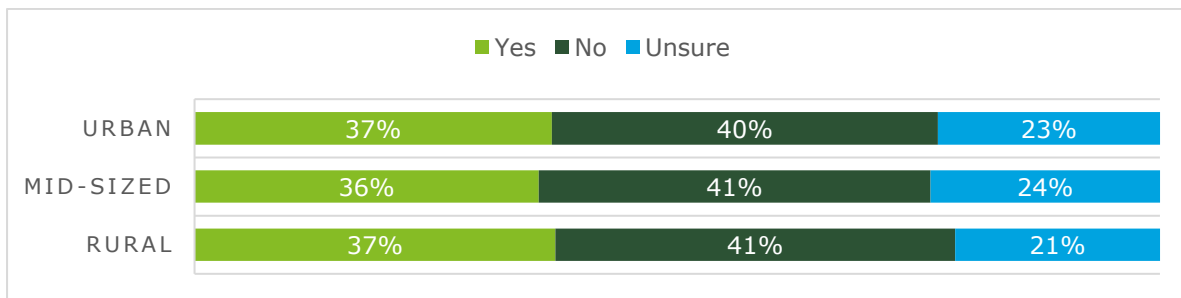
Gender: Slightly more male than female respondents indicated that they knew which organisation made the clip (38% compared with 35%).



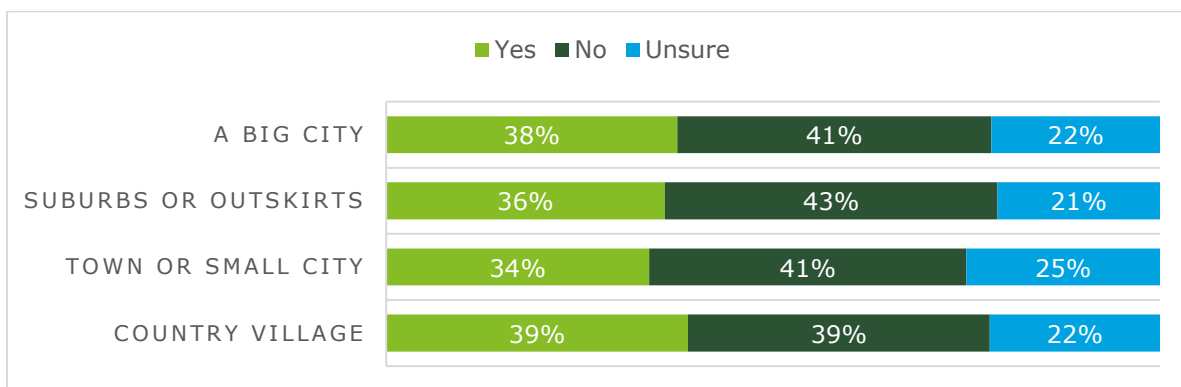
Age group: A slightly larger proportion of respondents aged 18-26 respondent that they knew which organisation made the clip (39%) compared with those aged 27-35 (35%).



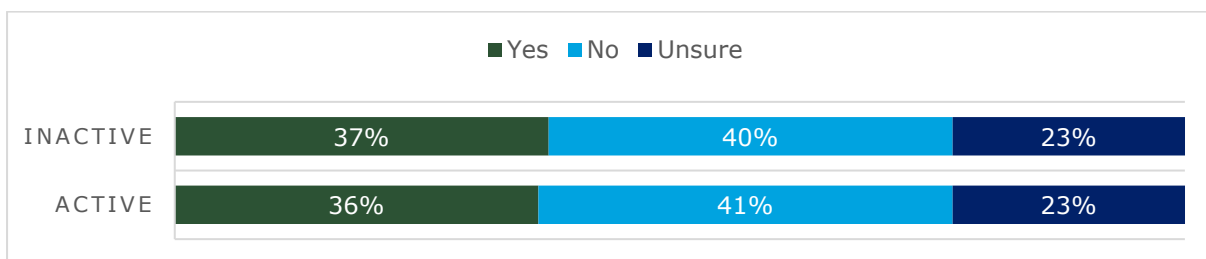
Rurality: There were no notable differences between respondents from urban, mid-sized and rural area, with 37%, 36% and 37%, respectively, who indicated that they knew which organisation made the clip.



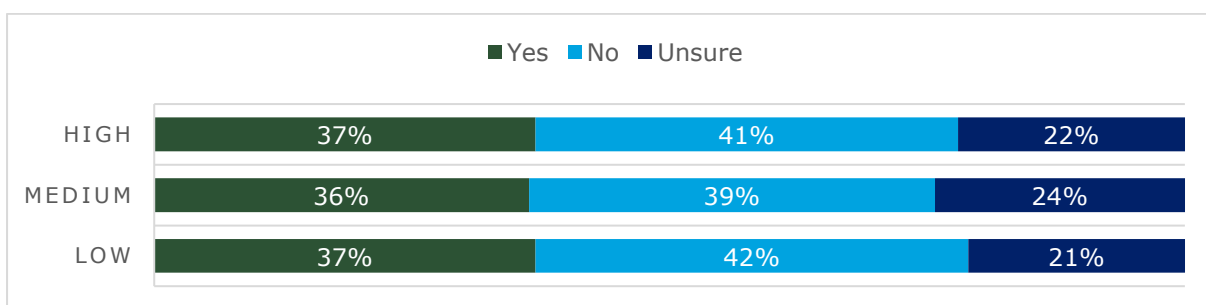
Living area: The largest proportion of respondents who indicated that they did not know or were unsure which organisation made the clip were from a town / small city (66%, followed by suburbs / outskirts (64%) and a big city (63%).



Employment status: Similar proportions of active and inactive respondents reported that they knew which organisation made the clip (36% and 37%, respectively).



Education: Similar proportions of respondents with low, medium and high education levels reported that they knew which organisation made the clip (37%, 36% and 37%, respectively).



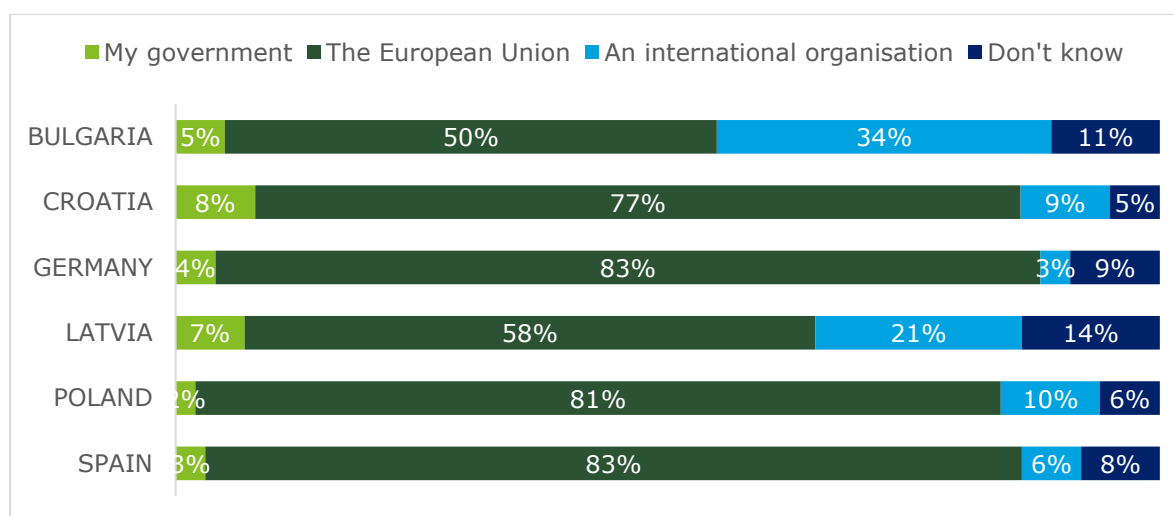
J.4.7 Whether their government, the EU or an international organisation made the clip

Respondents were then asked again whether they knew which organization made the clip with a selection of prompts:

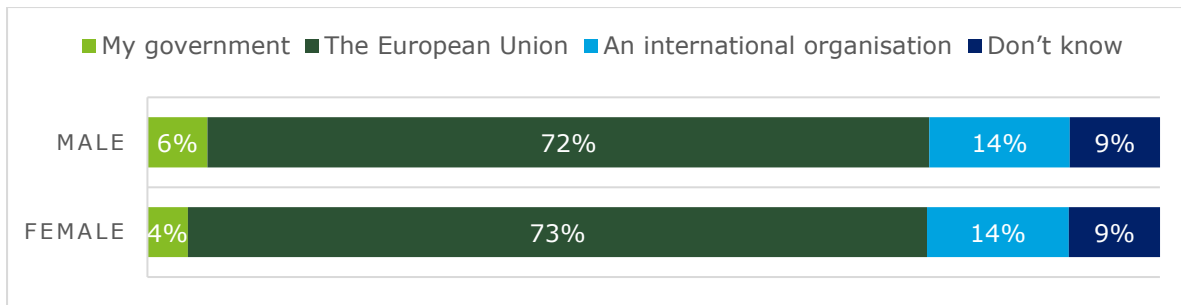
- “my government”
- “the European Union”
- “an international organization”
- “don’t know”

Most respondents (72%) correctly identified the European Union as the author of the clip, compared with 14% who indicated that it was an international organisation and 5% who indicated it was their national government.

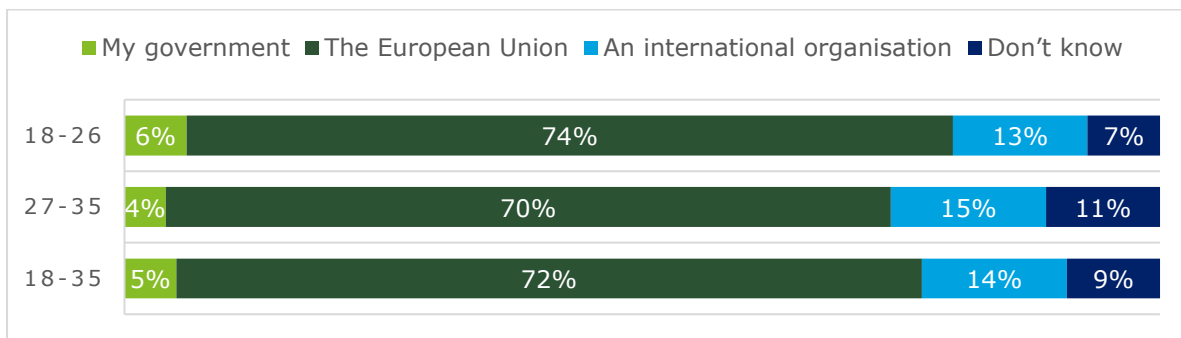
Almost half of the respondents in Bulgaria and Poland (48% and 47%, respectively) indicated that the author of the clip was an international organisation. Only in Croatia and Spain, most respondents (68% and 52%, respectively) identified the European Union as the author of the clip.



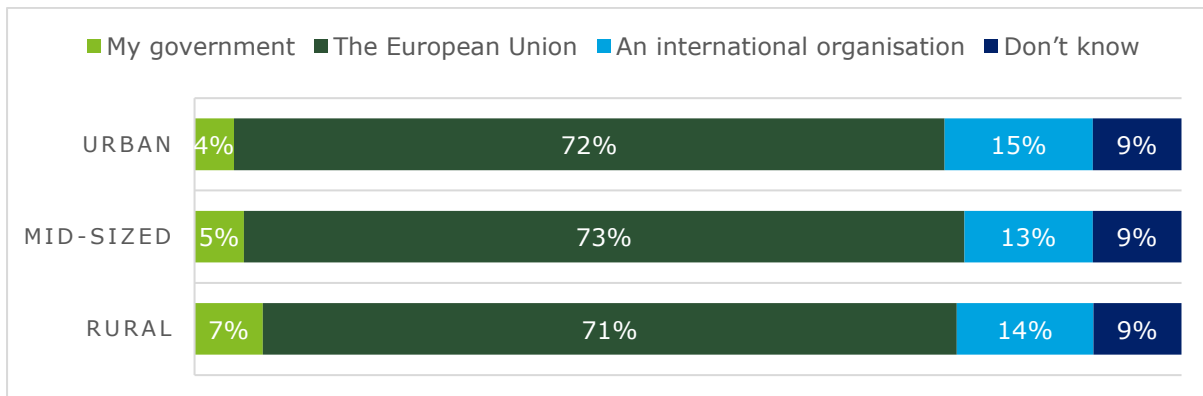
Gender: There were no notable differences between genders. Most male and female respondents correctly identified the author of the clip as the European Union (72% and 73%, respectively), and 14% of respondents in both groups indicated that it was an international organisation.



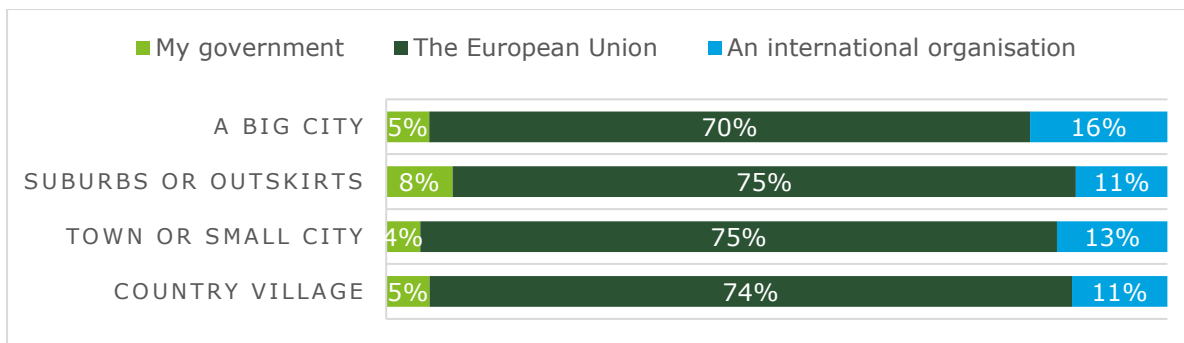
Age group: Slightly more respondents aged 18-26 = identified the European Union as the author of the clip than those aged 27-35 (74% compared with 70%). 13% of those aged 18-26 and 15% of those aged 27-35 indicated that the author was an international organisation.



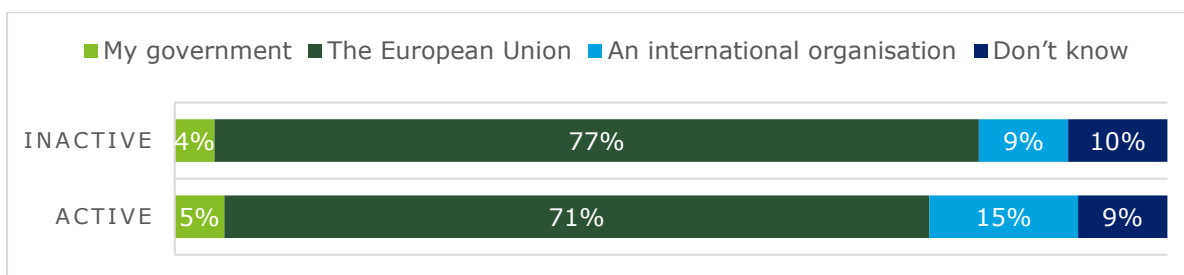
Rurality: There were no notable differences between respondents from urban, mid-sized or rural areas, with most who identified the European Union as the author of the clip (72%, 73% and 71%, respectively).



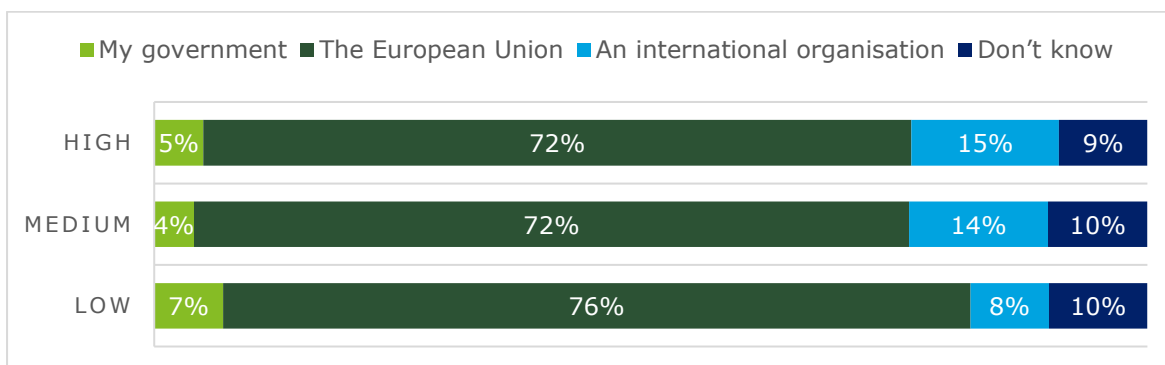
Living area: The smallest proportion of respondents who identified the European Union as the author of the clip was among those living in a big city (70%, compared with 74% from a country village and 75% from suburbs and towns / small cities, respectively).



Employment status: A larger proportion of inactive than active respondents identified the European Union as the author of the clip (77% compared with 71%).



Education: A larger proportion of respondents with low education levels identified the European Union as the author of the clip (76% compared with 72% with medium and high education levels, respectively).



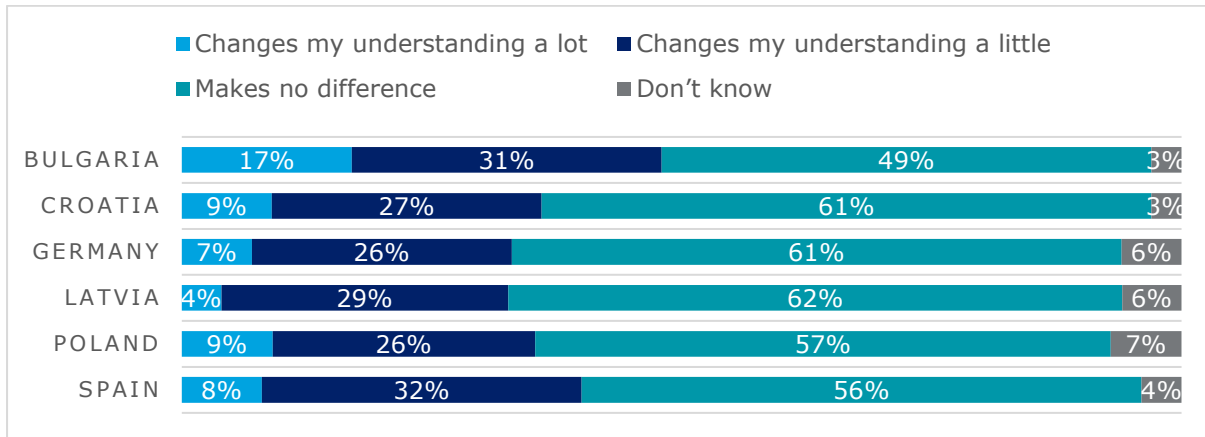
J.4.8 Whether the clip changed respondents' understanding of the EU

Respondents were then informed that the EU had made the clip and asked whether this changed their understanding of the EU. The answer options were as follows:

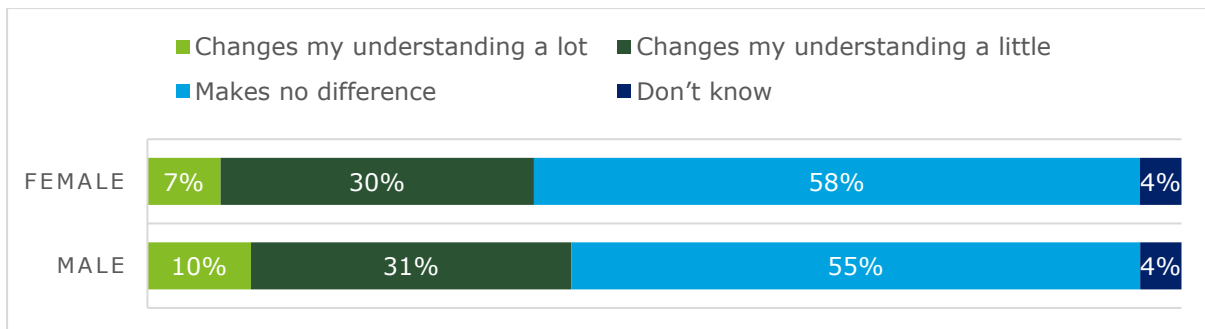
- “changes my understanding a lot”
- “changes my understanding a little”
- “makes no difference”
- “don't know”

More than half of all respondents (57%) indicated that the clip had made no difference to their understanding of the EU.

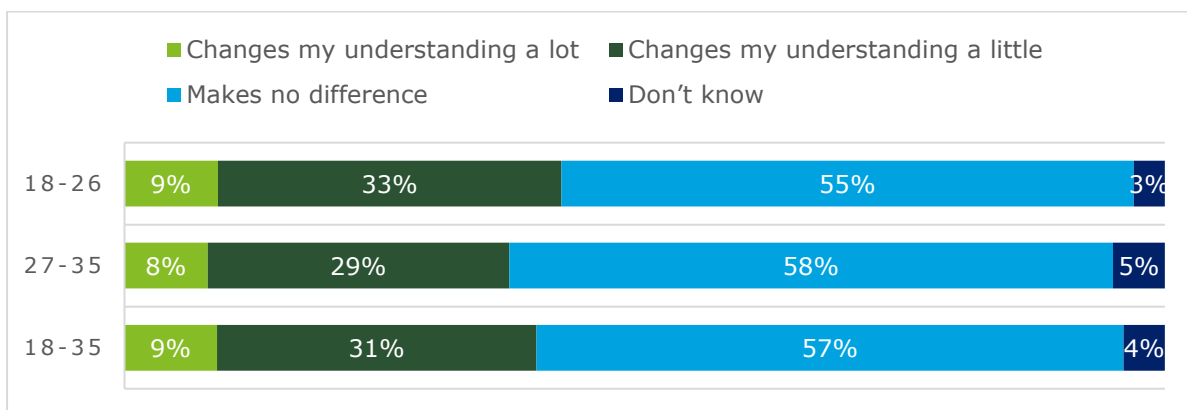
The largest proportion of respondents who reported that the clip had made no difference to their understanding of the EU was based in Croatia (70%). The largest proportion of respondents who reported that the clip had changed their understanding of the EU was in Bulgaria (48%).



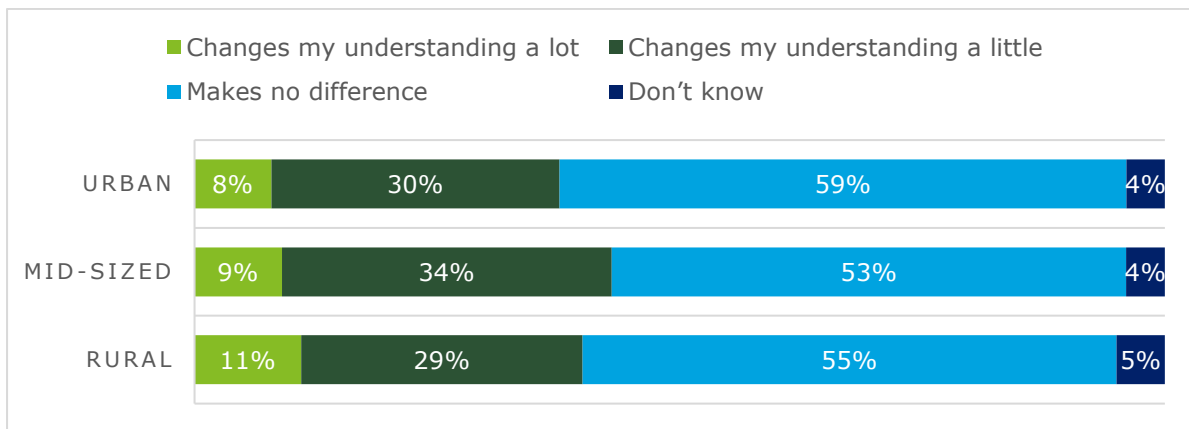
Gender: Slightly more male than female respondents reported that the clip had changed their understanding of the EU (41% compared with 37%).



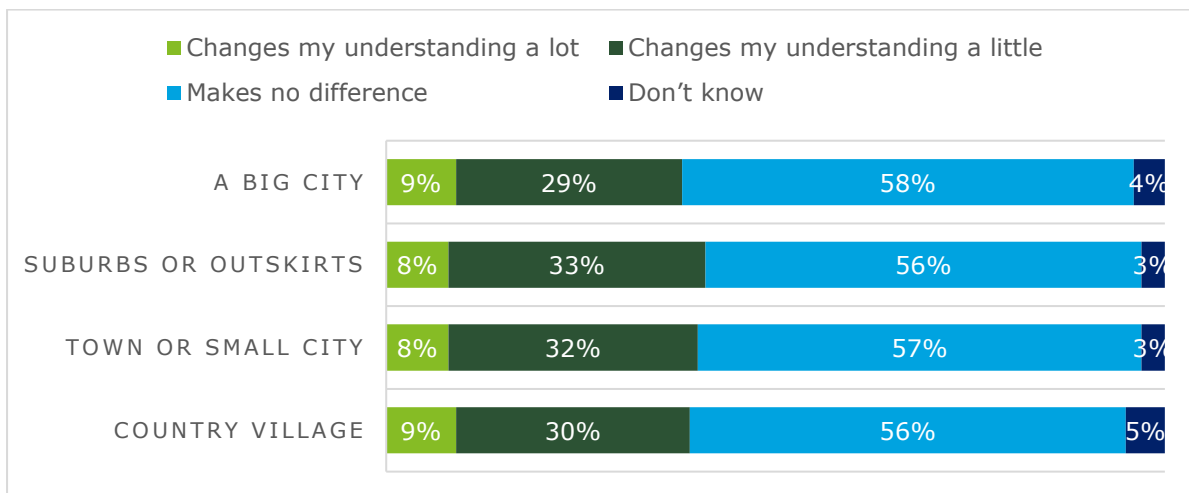
Age group: A slightly larger proportion of respondents in the 18-26 age group indicated that the clip had changed their understanding of the EU than those aged 27-35 (42% compared with 37%).



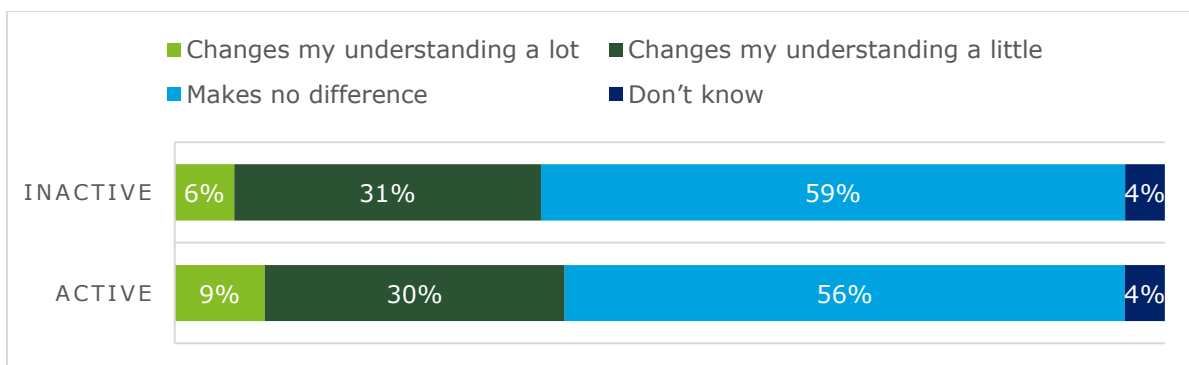
Rurality: The largest proportion of respondents who indicated that the clip had changed their understanding of the EU were from mid-sized areas (43%), followed by those from rural (40%) and urban (38%) areas.



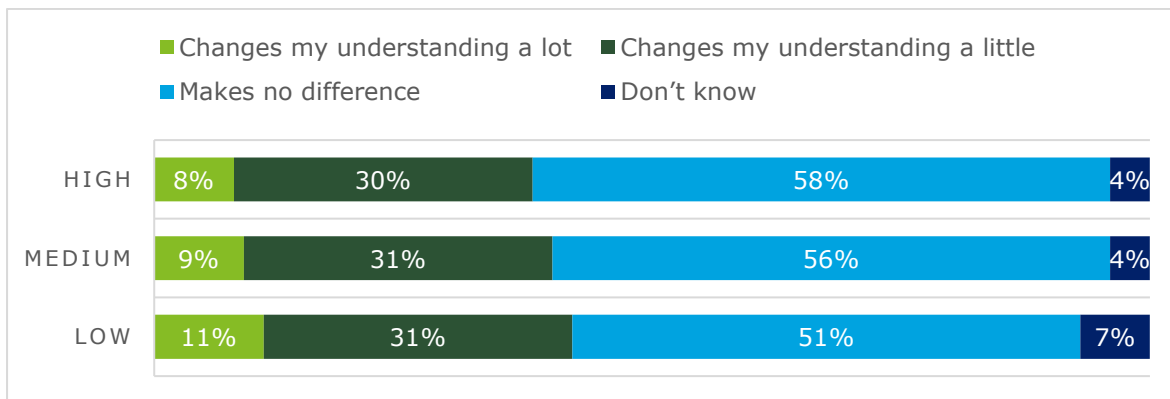
Living area: There were no notable differences by respondent groups in terms of living area; the largest proportion of respondents who indicated that the clip had changed their understanding of the EU were from suburbs (41%) followed by towns / small cities (40%), country villages (39%), and big cities (38%).



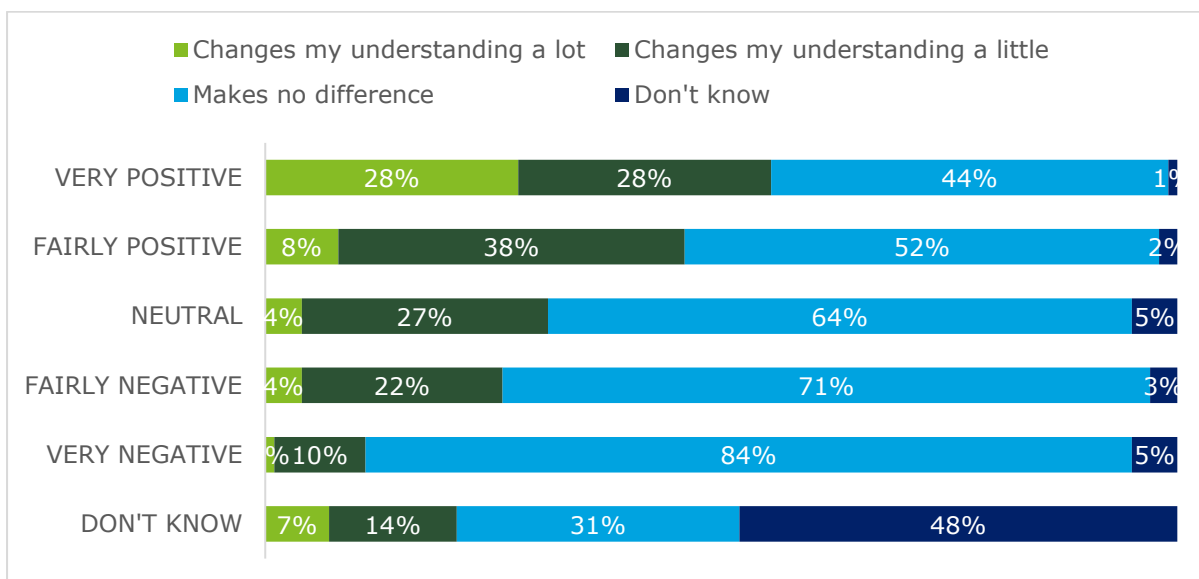
Employment status: A slightly larger proportion of inactive respondents reported that the clip had made no difference to their understanding of the EU than active respondents (59% compared with 56%).



Education: A slightly larger proportion of respondents with high education levels reported that the clip had made no difference to their understanding of the EU (58%) than those with medium (56%) and low (51%) education levels.



Attitude towards the EU: More than half of the respondents (56%) who reported that they felt very positive towards the EU also reported that the clip had changed their understanding of the EU. By contrast, 64% of respondents who reported feeling neutral towards the EU, and 71% of respondents who reported feeling fairly negative, also reported that the clip had made no difference to their understanding of the EU.



J.4.9 What difference, if any, the clip made to respondents' feelings about the EU

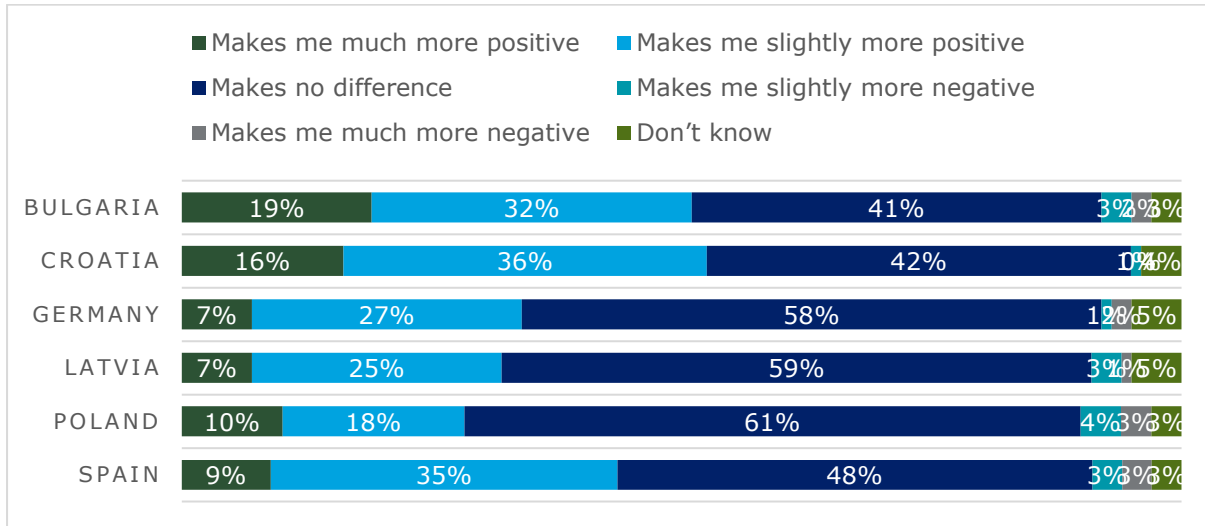
Respondents were then asked what difference, if any, the clip made to their feelings about the EU, with the following answer options:

- “makes me much more positive”
- “makes me slightly more positive”
- “makes no difference”
- “makes me slightly more negative”
- “makes me much more negative”

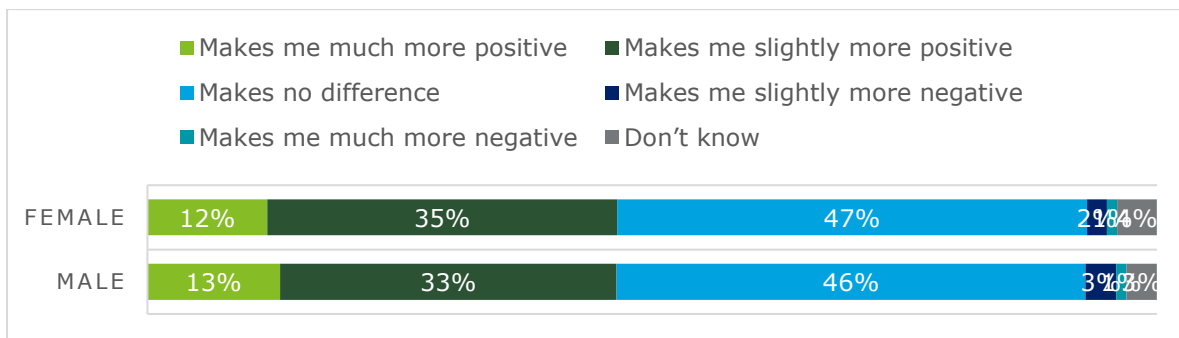
- “don’t know”

47% of all respondents indicated that the clip had made no difference to their feelings about the EU, and another 46% reported that it made them feel more positive about the EU.

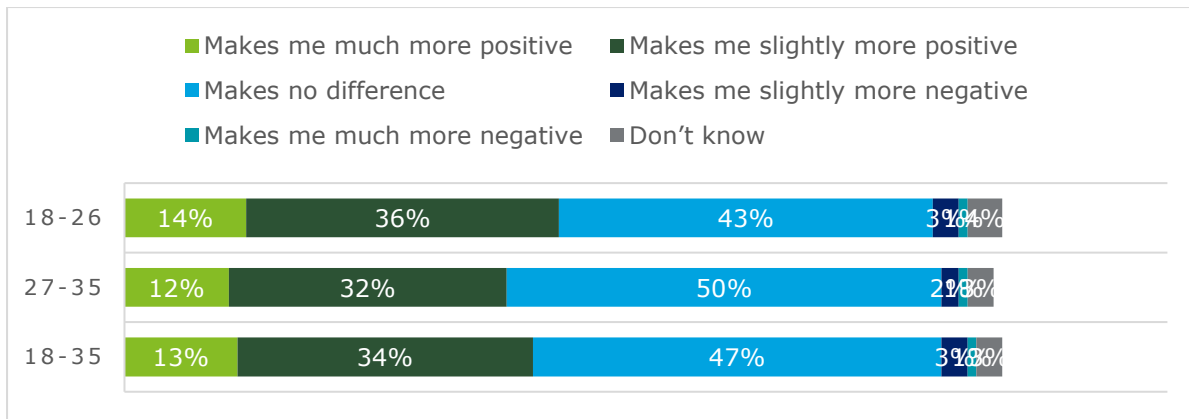
The largest proportion of respondents who reported that the clip had made no difference to their feelings about the EU was in Poland (55%), followed by Germany (50%). The largest proportion of respondents who reported that the clip made them feel more positive towards the EU was in Bulgaria (63%).



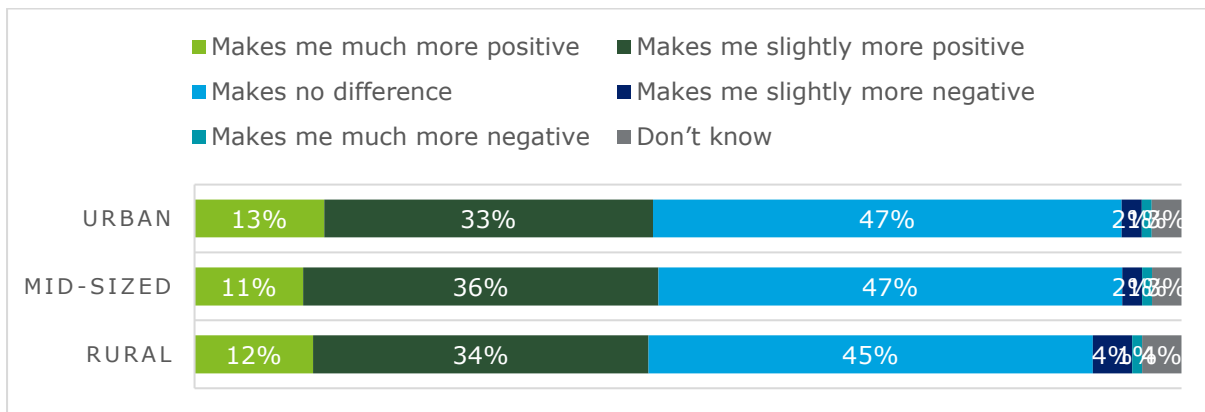
Gender: Similar proportions of male and female respondents reported that the clip made them feel more positive about the EU (46% and 47%, respectively) and the same proportions in both groups indicated that it had made no difference.



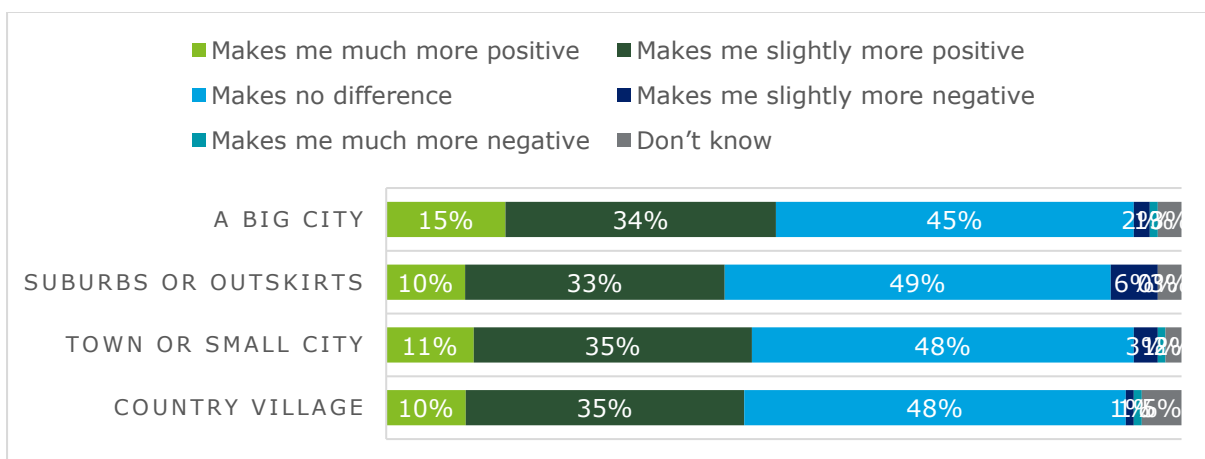
Age group: A larger proportion of respondents aged 18-26 indicated that the clip made them feel more positive about the EU (50%) compared with those in the 27-35 age group (44%).



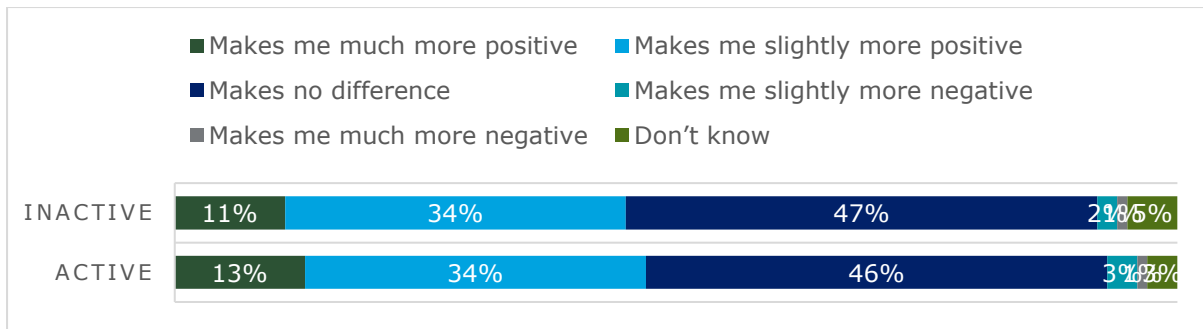
Rurality: Similar proportions of respondents living in urban, mid-sized and rural areas indicated that the clip had made them feel more positive about the EU (46%, 47% and 46%, respectively), with similar proportions in each area indicating that it had made no difference.



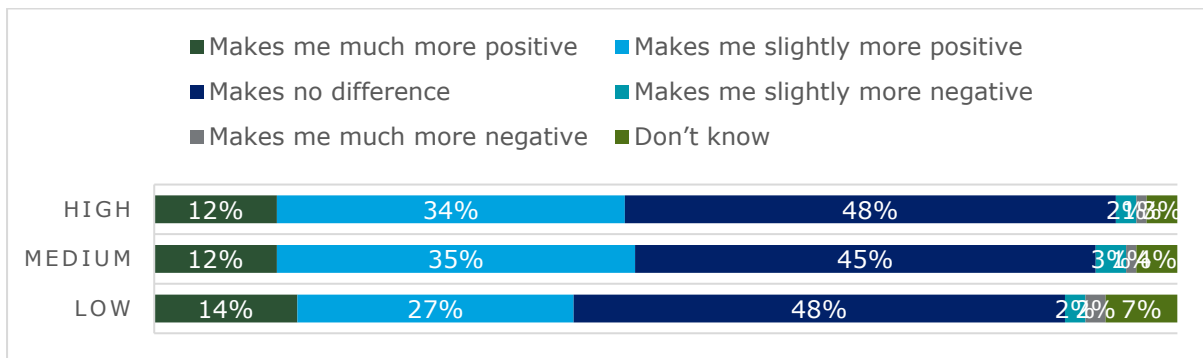
Living area: The largest proportion of respondents who reported that the clip had made them feel more positive about the EU were based in a big city (49%), followed by a town / small city (46%), country village (45%) and suburbs (43%).



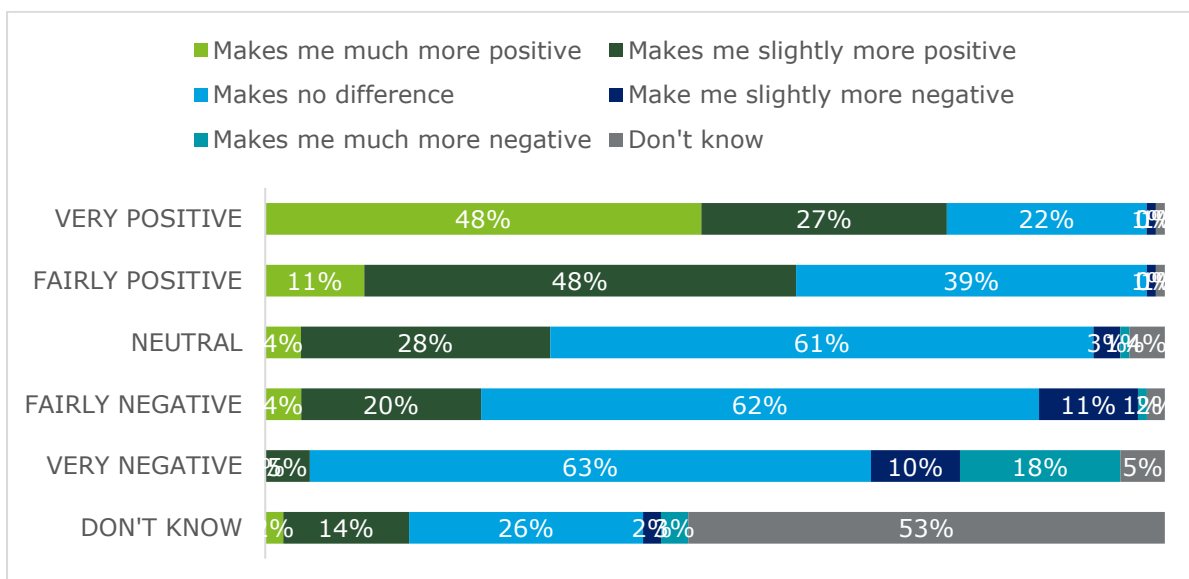
Employment status: A slightly larger proportion of active than inactive respondents reported that they felt more positive towards the EU after seeing the clip (47% compared with 45%).



Education: The smallest proportion of respondents who indicated that they felt more positive towards the EU after seeing the clip were among those with low education levels (42%) compared with those with medium (47%) and high (46%) education levels.



Attitude towards the EU: More than half of the respondents who reported that they felt very positive or fairly positive towards the EU also reported that the clip had made them feel more positive about the EU (76% and 59%, respectively). By contrast, 61% of respondents who reported feeling neutral towards the EU, and 62% of respondents who reported feeling fairly negative, also reported that the clip had made no difference to their feelings about the EU. Over one third of respondents who reported that they did not know about their attitude towards the EU in general reported that the clip made them feel slightly more positive about the EU.

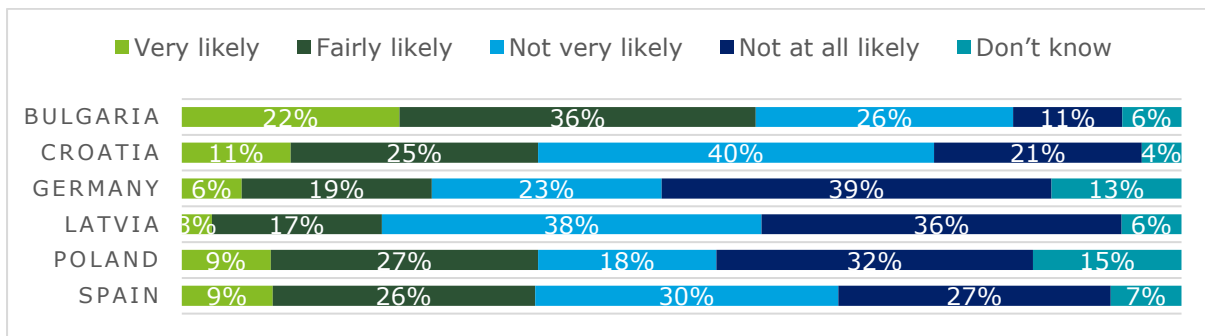


J.4.10 How likely or unlikely respondents were to consider sharing the clip on social media

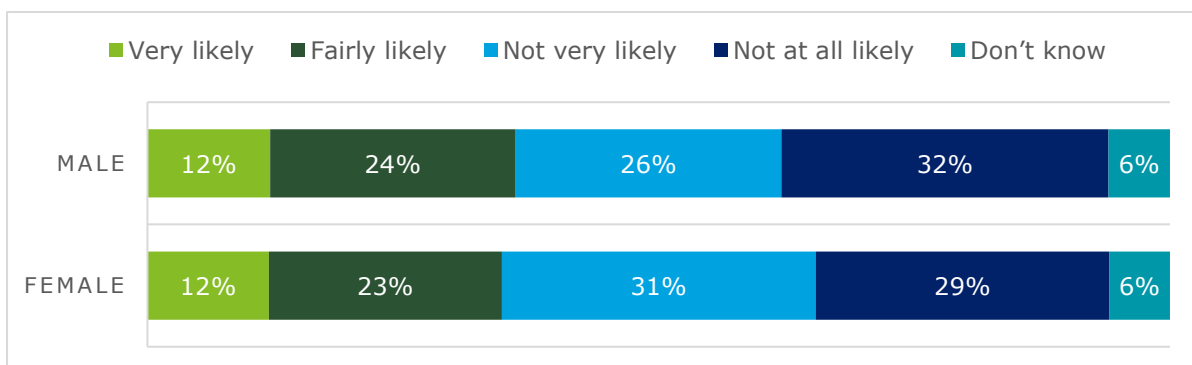
Respondents were then asked how likely or unlikely, if at all, they were to consider sharing the advert on social media with the following answer options:

- “very likely”
- “fairly likely”
- “not very likely”
- “not at all likely”
- “don’t know”

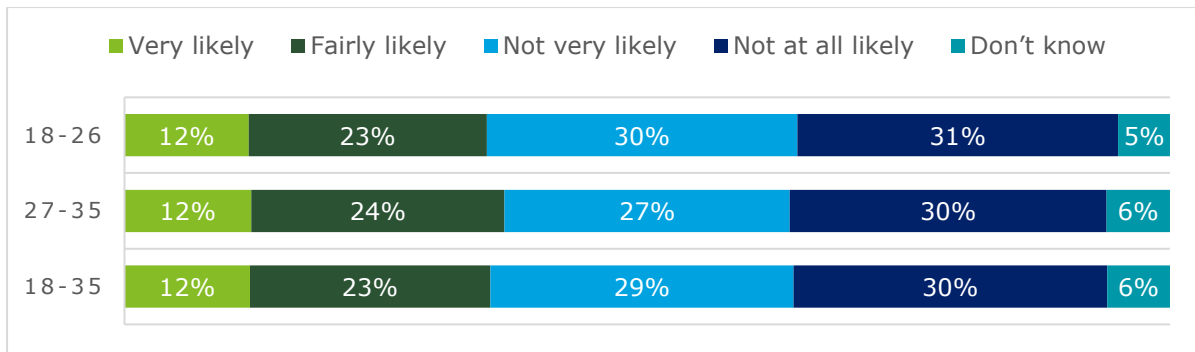
Most respondents (59%) reported that they were not likely to share the advert on social media. Only in Bulgaria, most respondents (72%) indicated that they were likely to share the advert on social media.



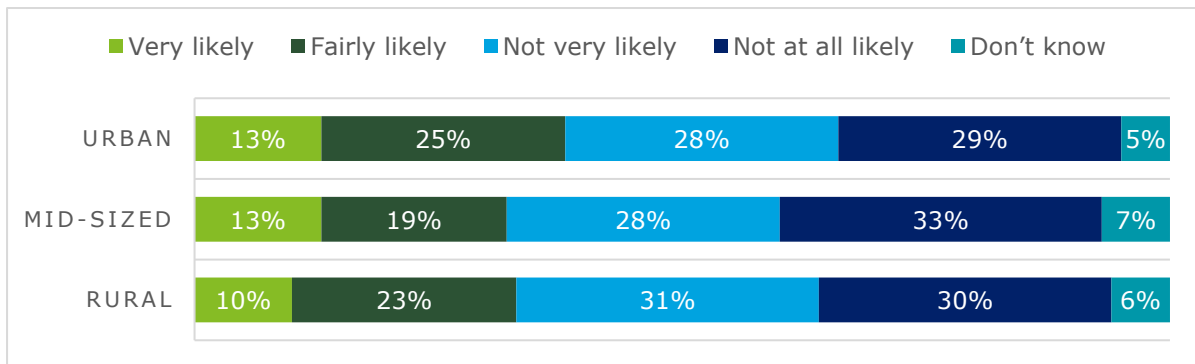
Gender: Similar proportions of male and female respondents reported that they were likely to share the advert on social media (36% and 35%, respectively). However, most in each group indicated that it was unlikely (58% of male respondents and 60% of female respondents).



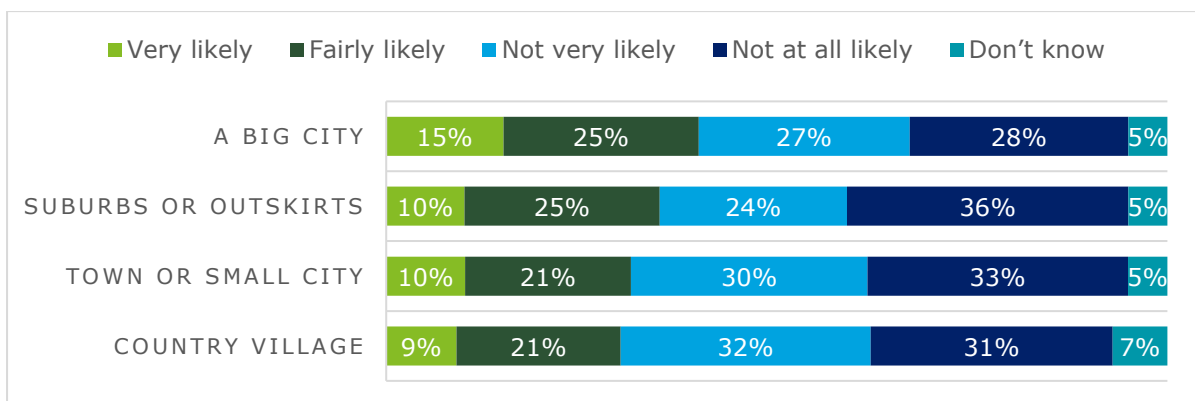
Age group: A larger proportion of respondents aged 27-35 indicated that they were likely to share the advert on social media (36%) than those aged 18-26 (34%). In both age groups, most respondents reported that this was unlikely.



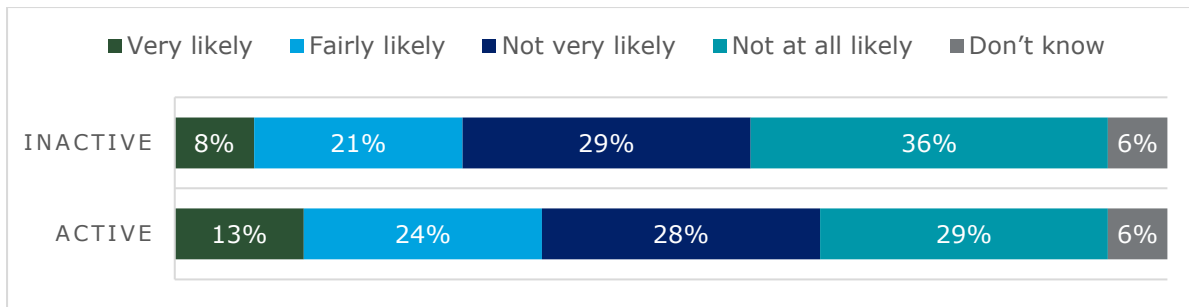
Rurality: The largest proportion of respondents who reported that they were likely to share the advert on social media were from an urban area (38%), followed by rural and mid-sized areas (33% and 32%, respectively).



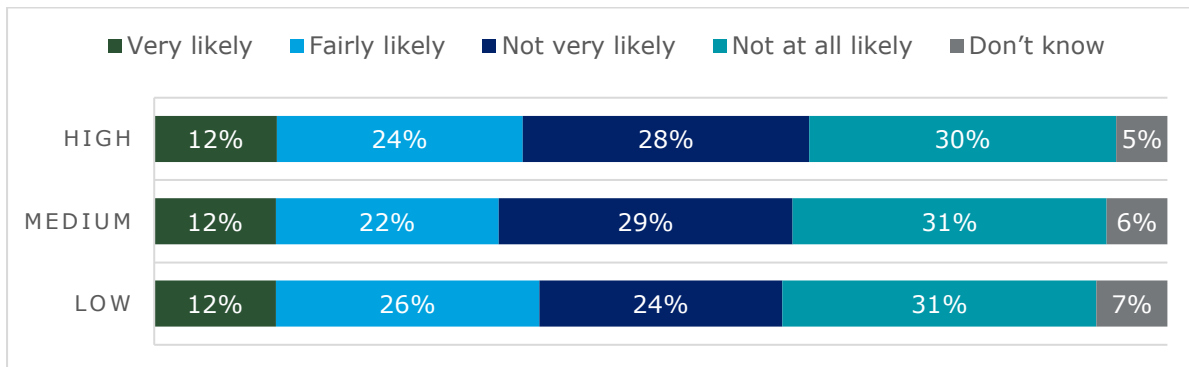
Living area: Most respondents in all living areas reported that they were unlikely to share the advert on social media. Of those who reported that they were likely to share it, the largest proportion came from a big city (40%), followed by suburbs / outskirts (35%) and towns / small cities (32%).



Employment status: A larger proportion of active than inactive respondents stated that they were likely to share the advert on social media (37% compared with 29%).



Education: A slightly larger proportion of respondents with a low education level indicated that they were likely to share the advert on social media (37%) than those with medium (34%) and high (36%) education levels.



Annex K - Minutes from meetings with the Steering group

K.1 Kick-off meeting

Attendees:

European Commission	Fabrizia De Rosa	Director DG COMM Dir D
	Tina Zournatzi	HoU DG COMM A1
	Pierre Mejlak	HoS DG COMM A1
	Adrienn Geges	HoS DG COMM A1
	Anna Zalewska	DG COMM A1
	Lia Papamikrouli	DG COMM A1
	Dana Manescu	DG COMM A6
	Christiane Walcher	DHoU DG COMM B2
	Johanna Pannebakker	HoU DG COMM C1
	Joachim Ott	HoU DG COMM C2
	Natalja Montefusco	DG COMM C2
	Morten Espelund	HoS DG COMM C3
	Mariyana Nacheva	DG COMM C3
	Juergen Wettig	DHoU DG COMM C4
	Sonja Ziemer	HoU DG COMM D1
	Manuel Romano	HoS DG COMM D1
	Siana Glouharova	DG COMM B1
	Edgar Oganessian	DG COMM D1
	Stephane Rault	DG ENER
	Elisabetta Degiampietro	DGT
	Agnes Monfret	DG REGIO
	Matteo Salvai	DG REGIO
	Bert Van Maele	DG JUST

Elena Pascual-Jimenez DG EMPL

Study team	Julia Halej	Coffey, <i>Project manager</i>
	Melanie Kitchener	Coffey
	Richard Doherty	Deloitte
	Francesca Monaco	Deloitte
	Marion Bywater	Expert
	Gavin Watt	Expert

Introduction

DG COMM Director, Fabrizia De Rosa, opened the meeting, highlighting the importance of this study for DG COMM and for the EC, particularly in advance of the start of the new College in 2019. The aim of this study is to provide a synthesis of the overall communications approach adopted by the EC in the last three years, develop targeted recommendations and produce a best practice toolkit deriving from an analysis of global literature on good practice in government communications.

The study will cover:

- three corporate communication campaigns (plus the 2014 Pilot campaign)
- complementary communication activities carried-out by the Representations of the Commission in the Member States, for Citizens' Dialogues and for EDICs activities related to corporate communication carried out by line-DGs.

It is a synthesis of corporate communication activities rather than their separate evaluation: an assessment of the validity of the current approach, aimed at providing DG COMM with evidence-based findings, to serve as a valuable input for DG COMM to contribute to the political agenda of the next Commission.

As some of the campaigns will be running during the study, where feasible, the study team will provide feedback to support updates/amendments to the campaigns.

Background information

Tina Zournatzi, Head of Unit, DG COMM A1, gave some background information on the three corporate communication campaigns, including:

- their joint-up approach, i.e. creating an EU brand that represents the different EU institutions (the use of corporate campaign material in the European Parliament's campaign "This time I am voting" was cited);
- showing what the EU does and how relevant it is to citizens' lives with real stories and concrete examples;
- inclusion of emotional messages aimed at creating a connection with people;

- tailoring to local environments with clear and resonating stories (with the help of the Representations);
- addressing different target audiences;
- testing campaign concepts with focus groups before and during campaigns; in addition benchmark studies are available for all the campaigns;
- collaboration between DG COMM and sectoral DGs underpins the approach; other DGs tailor corporate content to suit their needs.

Invest EU:

- initially the scope focused on initiatives related to the Juncker Investment Plan, but then was broadened to encompass all EU funding channels;
- showcases stories on how EU funding has changed peoples' lives;
- was carried out in 16 Member States (14 initially), and had a regional focus in some larger countries;
- the target audience is ambivalent Europeans;
- a range of different channels was used, including: billboards, TV, radio, print, social media;
- campaign impacts were measured through a benchmark survey less than one year after campaign launch, which showed an improvement in perceptions (i.e. the proportion of respondents who agree that the EU helps create economic growth in their region remains increased at 5 percentage points over baseline).

EU&me

- specifically addresses young people, whose stories are told via 5 short films on the topics of mobility, rights, skills for jobs and business, sustainability, and digital;
- shown in different contexts and youth events, including the World Cup fan village in Antwerp and open-air music festivals in Poland and Hungary;
- it was suggested that the study might examine recall relating to those or other upcoming EUandME events.

EU protects

- to be launched in October;
- focus on middle to lower socioeconomic groups aged 35-55;
- aims to generate a better-informed public opinion on EU actions regarding security and safety to reassure citizens;
- will show people working behind the policies, helping to protect citizens in the areas of global stability and migration, crime and terrorism, the economic situation, health and the environment.

Proposed approach and methodology

Julia Halej, project manager of the study, presented the proposed study approach and methodology, divided in four phases (inception, desk-based investigation, assessing communication with target groups, synthesis and reporting).

The study will take account of aggregate monitoring data provided by communication agencies and of the findings of the monitoring/evaluation study on InvestEU conducted by Technopolis (to be concluded end of October 2018), as well as complement these data with a sample of assessment activities, including participants surveys, observation of events, polling and focus groups with target groups, cost-effectiveness analysis and in-depth interviews with stakeholders and those involved in the EC's communication activities.

There were several questions on specific communication tools. On social media, the team confirmed that the study would not evaluate the campaigns' social media activities, but would be looking at the overall approach which could include good practices in this area.

The Commission team confirmed interest in understanding which channels and tools generate most impact. A particular question related to the added-value of investing in campaign websites, which tend to be particularly resource intensive.

The Commission provided the study team with the new approved list of indicators used to evaluate communication actions under the Framework Contracts managed by DG COMM.

The Commission appreciated the proposal of having a global review of best practices in corporate communication, as it can help adjust and potentially improve the current approach.

As part of the study the team will attend several events across the Member States. A question was posed as to which events would be included in the study. It was agreed that the Commission would provide a list of upcoming events. It was suggested that the team should attend the Web Summit in Portugal as one of the included events in November 2018.

A question was raised on the use of mobile phone surveys during events. The study team confirmed that the technology had been used successfully in the past. However, the suitability would relate to the format of the event under assessment. It would not be feasible at an open-air concert for example, in which case evaluation would focus on observations and short on-the-spot interviews.

During the inception phase, a number of exploratory interviews are foreseen. It was agreed that the Commission would confirm the list of interviewees following the meeting.

Challenges

It was discussed that defining the scope of the study would be first challenge the study team will face. This requires a focus on the overall approach rather than specific campaign results.

A further challenge relates to data provision. The Commission underlined that since the campaigns are at different stages, different data are available. Extensive monitoring data are available for Invest EU.

One question was on how the study team would assess the influence of national/political factors on EU communication in the MS. The team confirmed that considerations would be gleaned from EU Representations and addressed during focus groups. However, the focus will be on considering how the corporate concept should respond to influences at national/political level and perceptions of brand EU rather than assessing these influences.

The study proposal included a sample of six countries. It was agreed that the selection of MS would need to be included in the discussion to be held at the inception report meeting.

Timing of the study

The Commission team confirmed the need for detailed feedback on the corporate approach to the College in late September/early October. It was agreed that the team would provide a comprehensive 2nd interim report in July 2019 and a draft final report in September 2019. Detailed timelines to be confirmed at the inception meeting.

Next Steps

As agreed, the Commission will provide the study team with:

- All the data available on the corporate communication campaigns (monitoring data included) and documentations outline in the ToR;
- A list of interviewees for interviews during the inception phase;
- A list of upcoming events the study team could attend.

K.2 Inception report meeting

Attendees:

Commission	Tina Zournatzi	HoU DG COMM A1
	Sonja Ziemer	HoU DG COMM D1
	Pierre Mejlak	HoS DG COMM A1
	Frank Knecht	DHoU DG COMM A1
	Lia Papamikrouli	DG COMM A1
	Anita Pannebakker	HoU DG COMM A2
	Christiane Walcher	DHoU DG COMM B2
	Manuel Romano	HoS DG COMM D1

Several colleagues from
across the Commission

Study team	Julia Halej	Coffey, <i>Project manager</i>
	Richard Doherty	Deloitte
	Éva Kamarás	Deloitte
	Lucía Dastis Alonso	Deloitte
	Francesca Monaco	Deloitte
	Marion Bywater	Expert
	Gavin Watt	Expert

The study team presented the Inception Report, delivered on 14 December 2018, and gave an overview of the inception phase, including findings from the initial documentation review and from the familiarisation interviews conducted with DG COMM, other DGs involved in the corporate campaigns, and with the campaigns' contractors. The study team also presented observations and qualitative data gathered about the EC's presence at the Web Summit in Lisbon (November 2018).

Discussion on the findings in the Inception Report

Participants from DG COMM and the other DGs commented on the report and asked for clarifications or further analysis on a number of points. The main issues raised were:

- DG COMM asked for more insight into why some interviewees believed that some elements of the corporate campaigns continue to “preach to the choir”. The study team explained that the opinion mentioned was motivated by the fact that the jargon used in the Invest EU campaign is very technical. DG COMM added that this was due to the first phase of InvestEU being focused on stakeholders and would expect such perceptions to be limited to that part of the campaign. Commission participants in the meeting generally disagreed that the campaigns are targeting “pro-EU traditional audiences”. In fact, DG COMM is receiving some criticism on their activities because the target audience is “more controversial”. To what extent the campaigns' targeting is appropriate is one of the main attention points of the study and will be considered in the next phases.
- Regarding the Commission Representations, DG COMM appreciated the fact that the report points out that the lack of human resources in the Representations might affect the implementation of the campaigns. DG COMM asked to rephrase the expression “national agenda” into “national developments/environment” and pointed out that the internal dimension of the Representation's communication is outside the study's scope (p.18). It also stressed the importance of reporting on the extent to which the

Representations have reused the corporate campaigns' materials and have benefited from the new shared platforms.

- Participants from DG COMM and other DGs underlined that, when studying the governance of the corporate campaigns, the study team should also assess the adequacy of the human resources in DG COMM headquarters and in the line DGs to handle the workload for coordination activities.
- The report mentions, among the approach's disadvantages, a "missed opportunity to utilise "best" channels/tools in individual Member States". DG COMM clarified that selection of channels is decided by the Representations, and the fact that one tool is not used in one country does not mean that it will or cannot be used in another. For example, TV *was* used in some Member States and not in others. In the discussion on this point, the importance of clarifying on phase 2 of the study the extent to which individual Representations view DG COMM's decisions (in cooperation with contractors) as adapted to national realities, with particular emphasis on media planning and media buying decisions. In this context, DG COMM also noted that it would be important to establish the extent to which the Representations are ready to contribute to the media planning and media buying if most operational details in future Tender Specifications for campaigns could be tweaked. It was agreed that DG COMM will review draft research materials such as interview questions and survey questionnaires for the next phases of the study.
- DG COMM asked the study team to refer, in the background section of the report, to the 2016 Communication designating DG COMM as the domain leader on communication.
- In response to a question from a line DG participant, it was agreed that the Final Report is not expected to propose specific themes for future campaigns. However, it should cover sequencing and broader directions/target groups of such campaigns.
- DG JUST requested that the study look further into the need for continuity in the campaigns (including under the next Commission). This could encompass, for example, the re-use of the three campaigns' logos, hashtags, etc.
- DG COMM confirmed that, although the end date for the study is 30 September 2019, it would be useful to have key findings available as soon as possible after the nomination of the new Commission.
- DG JUST mentioned the campaign on consular protection as a relevant "best practice", which had extensively adapted and reused DG COMM materials from the corporate campaigns. DG COMM asked other DGs to share similar best practices and relevant documentation with the study team. The team requested that this information be provided in a synthesised manner, pin-pointing the key elements of the relevant initiative or campaign.
- DG COMM requested some structural changes to the document (moving the Intervention Logic into the body of the document, the Web Summit survey analysis to an appendix, and the paragraph on the Communication Network to the section on governance).

Discussion related to the workplan

The Inception report identifies some **attention points regarding the** availability of **data**. DG COMM suggested using the InvestEU website to collect additional data on the campaign and announced that the final evaluation report from Technopolis will be shared shortly. DG COMM also underlined their interest in an assessment of the monitoring data and of the metrics chosen to measure reach and recall. Key attention points include any potential problems with such data (such as the way in which they are presented, and the extent to which they are meaningful, and how they could be improved), as well as identifying the different ways the data are being used. The study team confirmed that these issues will be addressed, and also that recall will be tested in the focus groups in phase 3 of the study.

The Inception Report also raises the timing of the events which the study team planned to attend in phase 3. DG COMM clarified that there are no “corporate” events envisaged in the framework of the corporate campaigns. However, DG COMM will assess the events that could be useful for the team to attend, with the European Youth Week (end April – beginning of May) as one obvious suggestion. The events to be attended should be chosen carefully, as some of them may have different target groups than those of the campaigns (e.g. the Citizens’ dialogues tend to attract “pro-EU” people, whereas EUProtects deliberately target ambivalent / sceptical people). DG COMM acknowledged that there will probably not be enough relevant events during phase 3 to reach the originally proposed number of up to 20. A useful alternative would be for the team to complement its attendance at events with analyses of the reports covering last year’s events, where the corporate messages were advertised.

Next steps:

- The study team will prepare the survey questionnaire for the target audience: DG COMM, other DGs’ Communication units, Representations, and EDICs.
- DG COMM will
 - o share the Technopolis report;
 - o propose relevant events for the study team to attend;
 - o share reports made by DG COMM about last spring/summer’s events;
 - o review any draft research materials (interview guides, survey questionnaires, etc.);
- The DGs will share best practices and examples of cost-efficiency that are relevant for the study.
- The first Interim Report should be delivered on or before 5 April 2019. The subsequent Steering Committee meeting is to be scheduled for the week beginning 15 April 2019.