



EUROPEAN COMMISSION
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Strategy and Corporate Communication
Europa Site

Transforming our online communication User survey on "EU strategy, political priorities"

Following on from the EC-wide top tasks poll carried out in 2014, on 24-25 February 2015 users of Commission websites were polled to find out what is most important to them in connection with "EU strategy, political priorities".

Identifying what to poll (audience needs)

To prepare the poll, the digital transformation team built a **comprehensive list of some 700 potential tasks** in the field of "EU strategy, political priorities" from a wide range of sources, including:

- an analysis of President Juncker's speech and Commissioners' mission letters, the organisation of the college, project teams and working methods
- interviews with stakeholders in DGs COMM, SG, ECFIN, and the SPP
- analysis of the Commission's webpages relating to strategy and political priorities
- top 100 search terms (google trends & google adwords) for the Juncker Commission webpages and the Europe 2020 site
- peer websites (French, German and UK government sites, OECD, UN...)
- other EU institutions
- media reporting about EU strategy and political priorities
- user research & feedback, including mini-surveys of people who voted for "EU strategy, political priorities" in the 2014 poll.

The team reduced this list to 145 tasks by removing duplicates and overlaps and merging main and subtasks. Eight workshops were then held with DGs to further reduce the list to a length that could be polled. The result was a final list of 39 tasks.

Key results

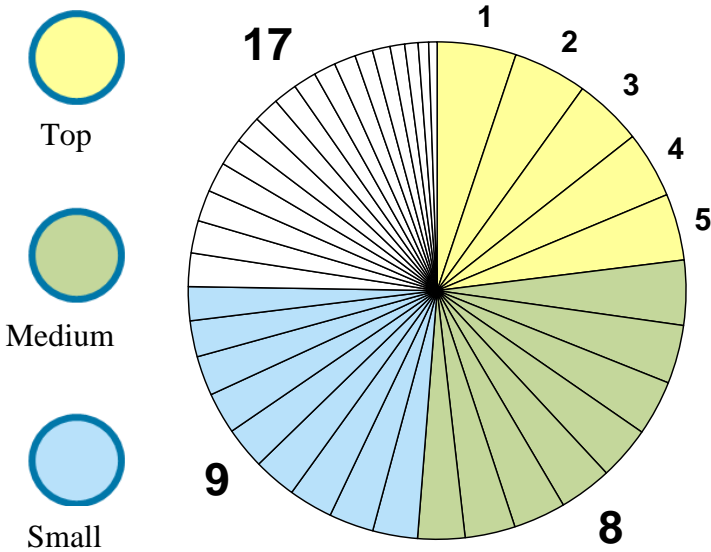
9554 valid responses were collected for the survey from 149 countries. 86% of the participants were from EU member states.

Audience for "EU strategy, political priorities"

- 86% of visits are for professional reasons
- 81% of respondents are employed or self-employed and 11% are students
- 31% are from the public sector, 15% from NGOs and 42% from the private sector.

Top tasks

Concerning the tasks, five areas stood out as being the most important for respondents, irrespective of where they work and live:



5 Top tasks

1. Financing the implementation of a strategy (European funds)
2. Strategy implementation (initiatives, measures, programmes, action plans etc.)
3. Overall goals of the EU
4. Objectives, goals, aims of a strategy
5. Cooperation between EU institutions and EU countries on a strategy

The complete list of 39 ranked EU strategy tasks is in annex.

Political priorities

In response to the question "Which of the European Commission's 10 priorities are of most interest to you? Select all that apply", the results were as follows¹:

Priorities	Percentage ²
New boost for jobs, growth and investment	65%
A resilient Energy Union with a forward-looking climate change policy	43%
An area of justice and fundamental rights based on mutual trust	39%
A Union of democratic change	37%
A deeper and fairer Economic and Monetary Union	36%
A stronger global actor	36%
A deeper and fairer internal market with a strengthened industrial base	33%
Towards a new policy on migration	27%
A Connected digital single market	25%
A reasonable and balanced Free trade agreement with the United States	18%

Top interest areas/topics

Respondents were asked to identify, in a list of 29 interest areas/topics, which they are most interested in. They could select all that apply.

Overall, the top 4 interest areas/topics are consistent across profiles:

- 1. Research, science, technology and innovation**
- 2. Education and training**
- 3. Environment**
- 4. Economy**

However, there are differences for specific profiles:

Journalists: 1. Economy 2. Environment 3. Climate change 4. Arts, culture, tourism and entertainment

Lawyers: 1. Competition 2. Economy 3. Consumer rights 4. Banking and finance

¹ While the user-task questions are 'emotionally neutral', the question of political priorities is not. User research clearly indicates that people tend to respond to these questions according to social expectations, rather than what they really feel and do. For example, people can prioritise climate change whilst continuing to run 2 cars... We would therefore place a strong caveat on using this data for other purposes.

² Percentage of poll respondents who selected the priority as being of interest to them.

Specific audiences have specific focuses

- The top tasks of **respondents working for the European Commission** diverge significantly from the general pattern.

Task ranking for European Commission respondents	European Commission	Grand Total
EU vision for a theme / topic	6.6%	3.6%
Priorities of the European Commission	6.2%	3.4%
Overall goals of the EU	5.2%	4.4%
Effects, results of an EU strategy (in a country, EU-wide)	5.1%	3.8%
EU legislation to achieve a strategy (existing, planned)	3.7%	3.5%
Principles and core values behind a strategy	3.6%	3.3%
Objectives, goals, aims of a strategy	3.5%	4.3%
Strategy implementation (initiatives, measures, programmes, action plans etc.)	3.5%	4.8%
EU strategy, priorities on a specific theme / topic	3.4%	4.2%
Involvement, consultation of stakeholders in EU strategy making (who, how, results)	3.2%	2.9%
EU economic governance (European Semester, etc.)	3.0%	1.7%
Roadmaps, timetables, milestones for a strategy	2.7%	2.7%
Cooperation between EU institutions and EU countries on a strategy	2.7%	4.3%
EU contribution to international strategies	2.6%	2.7%
Financing the implementation of a strategy (European funds)	2.6%	5.1%

- Although the top tasks results show great consistency across profiles and countries, our analysis so far shows some **small but meaningful differences in top tasks for certain profiles**. For example:
 - ‘Effects, results of an EU strategy (in a country, EU-wide)’ (ranked 7) is a top task for students, business start-ups, journalists, economists, engineers and architects, as well as respondents in Germany and Sweden,
 - ‘EU countries’ cooperation on a strategy’ (ranked 10) is a top task for students, unemployed people, journalists, private individuals and respondents in Finland, Greece, Poland, Portugal and Romania,
 - ‘Priorities of the European Commission’ (ranked 11) is a top task for lawyers and legal professional, policymakers, staff in EU institutions and retired people,
 - ‘Involvement, consultation of stakeholders in EU strategy making (who, how, results)’ (ranked 16) is a top task for lobbyists and interest representatives and respondents in Ireland.
 - ‘EU economic governance (European Semester, etc.)’ (ranked 29) is a top task for economists.

Top tasks in relation to political priorities and topics

There is a very clear consistency for users' top tasks both in relation to the political priorities and the topics. This will help to create a clear and consistent architecture for the website focusing on the concrete actions and delivery of the Commission.

Annex – complete list of 39 tasks that were submitted to the vote:

Task ranking for "EU strategy, political priorities"	Sum of TaskScore
1. Financing the implementation of a strategy (European funds)	5.1%
2. Strategy implementation (initiatives, measures, programmes, action plans etc.)	4.8%
3. Overall goals of the EU	4.4%
4. Objectives, goals, aims of a strategy	4.3%
5. Cooperation between EU institutions and EU countries on a strategy	4.3%
6. EU strategy, priorities on a specific theme / topic	4.2%
7. Effects, results of an EU strategy (in a country, EU-wide)	3.8%
8. EU vision for a theme / topic	3.6%
9. EU legislation to achieve a strategy (existing, planned)	3.5%
10. EU countries' cooperation on a strategy	3.4%
11. Priorities of the European Commission	3.4%
12. Principles and core values behind a strategy	3.3%
13. Take part in, contribute to EU strategy	3.1%
14. National implementation of a strategy, related national strategies	2.9%
15. Partnerships with non-EU countries and regions on strategy (Africa, Asia, etc.)	2.9%
16. Involvement, consultation of stakeholders in EU strategy making (who, how, results)	2.9%
17. EU strategy, priorities for a specific country, region, macro-region	2.8%
18. Roadmaps, timetables, milestones for a strategy	2.7%
19. EU contribution to international strategies	2.7%
20. Monitoring, verification of strategy implementation	2.6%
21. Impact assessment prior to adopting a strategy	2.3%
22. Evaluation, review of a strategy	2.2%
23. Compare EU countries' performances	2.2%
24. Country specific recommendations and their approval	2.1%
25. European Commission Work Programme for a particular year	2.0%
26. Targets, key performance indicators for a particular strategy	1.9%
27. Reports, scoreboards, statistics on strategy implementation	1.8%
28. Obstacles and barriers to strategy implementation	1.8%
29. EU economic governance (European Semester, etc.)	1.7%
30. Priorities of the Council and the European Parliament	1.5%
31. How common priorities and joint agendas are set	1.5%
32. Roles and responsibilities regarding a strategy	1.4%
33. Alignment of strategies across policy areas (mainstreaming)	1.4%
34. Renewal, adaptation of a strategy	1.2%
35. Commission internal decision-making process on strategy	1.1%
36. Track, get updates on strategy making	0.9%
37. Discussion of Commission strategy proposals in other EU institutions	0.9%
38. Mission, priorities for a Commissioner	0.7%
39. Past EU strategies	0.5%