

EU Influence Index 2025

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Burson Influence Index & Methodology

The Burson Influence Index is an objective and data-driven analysis of the ability of Members of the European Parliament (MEPs) to shape legislation and drive the public debate. We achieve this by analysing two key dimensions of influence: Parliamentary Influence and Public Influence.

Parliamentary influence measures an MEP's ability to influence legislation, shape the political agenda and gain positions of power. This includes data points such as retaining official positions within a party or the Parliament and making speeches.

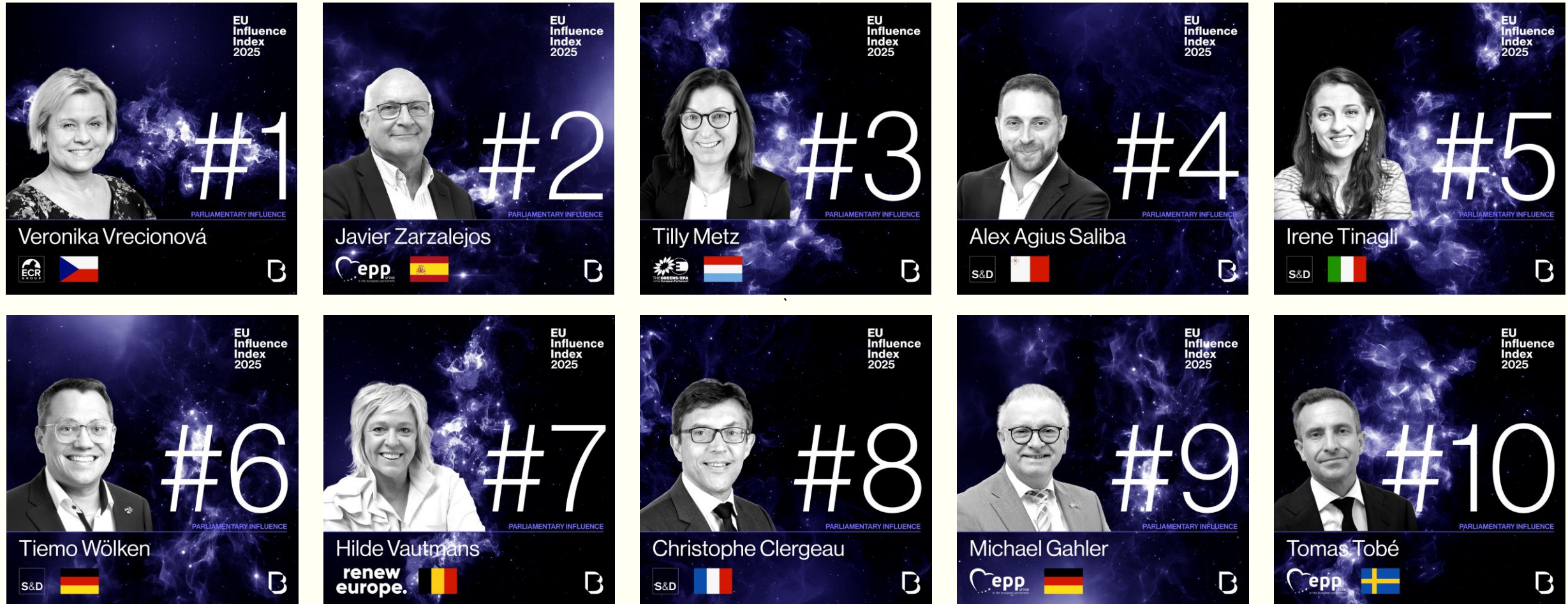
Public influence measures an MEP's public visibility and ability to shape the public debate and is evaluated across three main categories of influence: social media, news media and online search.

The period covered by the 2025 Index is June 2024 to July 2025.

For more details on the methodology, visit our [dedicated webpage](#).

Rankings

Parliamentary influence – the top 10



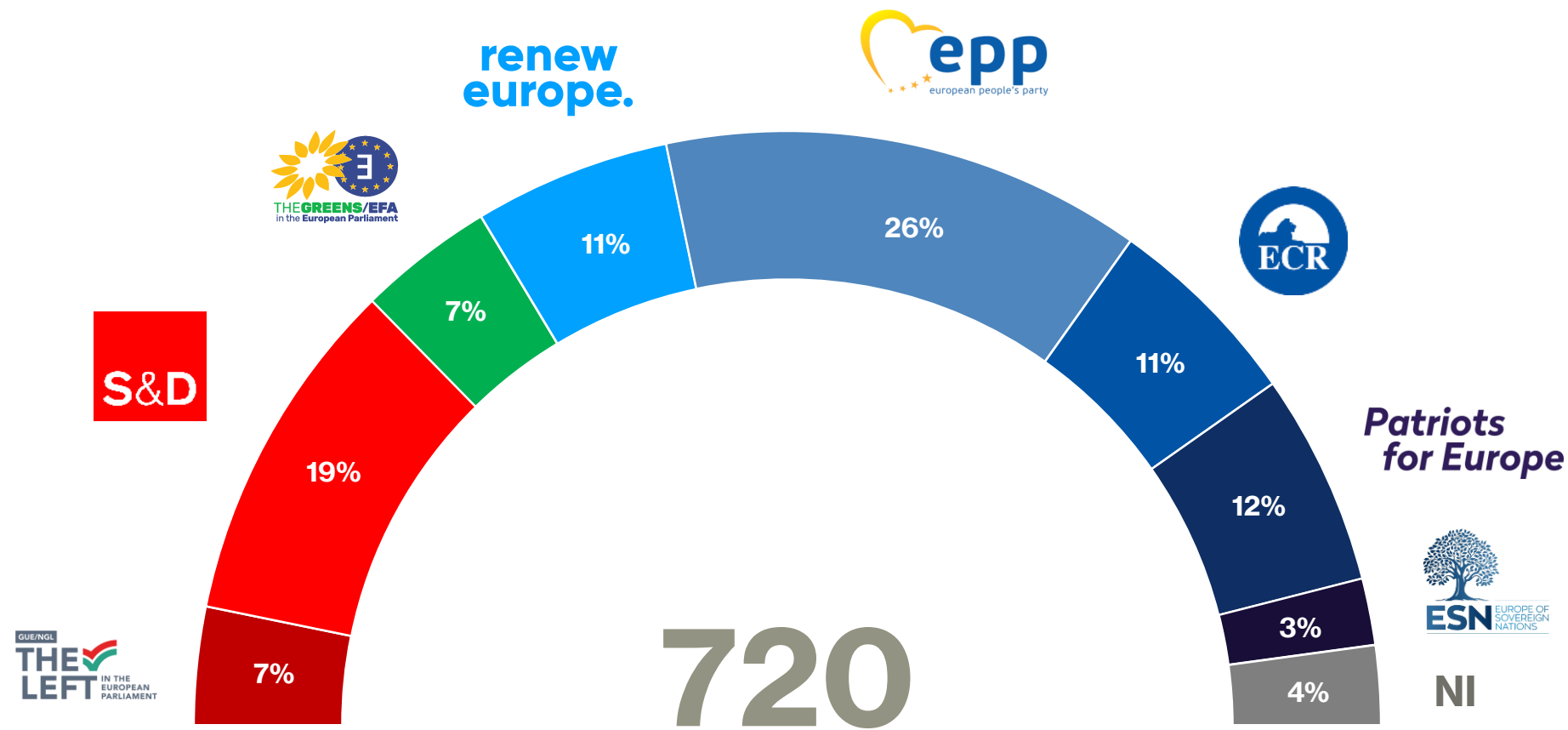
Public influence – the top 10



Insights & analysis

2024 European Election Results

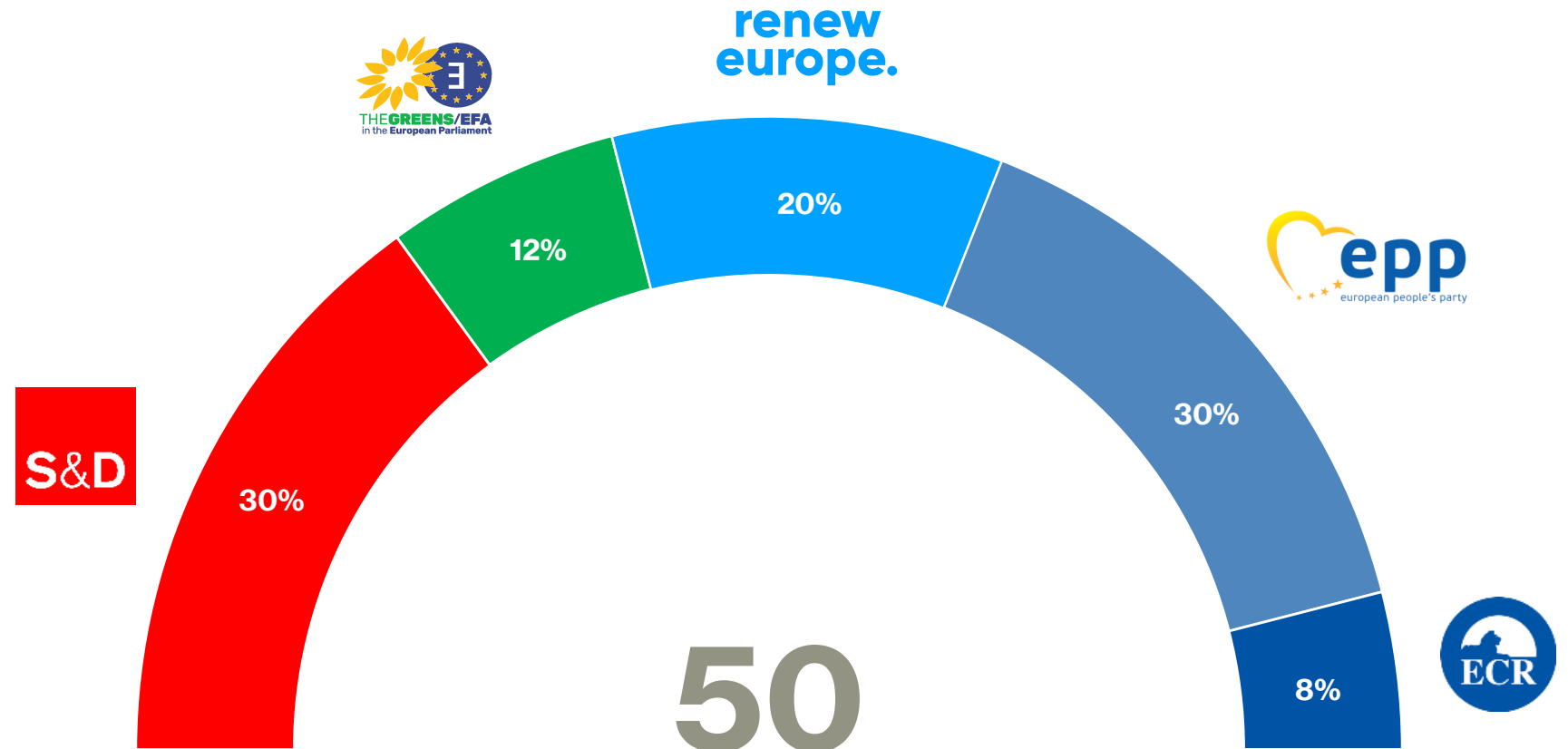
The 2025 Burson EU Influence Index is published just over one year after the 2024 European Parliament elections, in which mainstream pro-EU political parties retained their overall majority, while political parties on the extremes, in particular on the right, also gained ground.



Parliamentary influence

Political group representation (top 50)

Following the 2024 European Parliament elections, two distinct groups of MEPs are emerging: one focused on shaping EU policy outcomes, and one focused on using the European Parliament as a platform to drive public discourse at both the European and national levels.

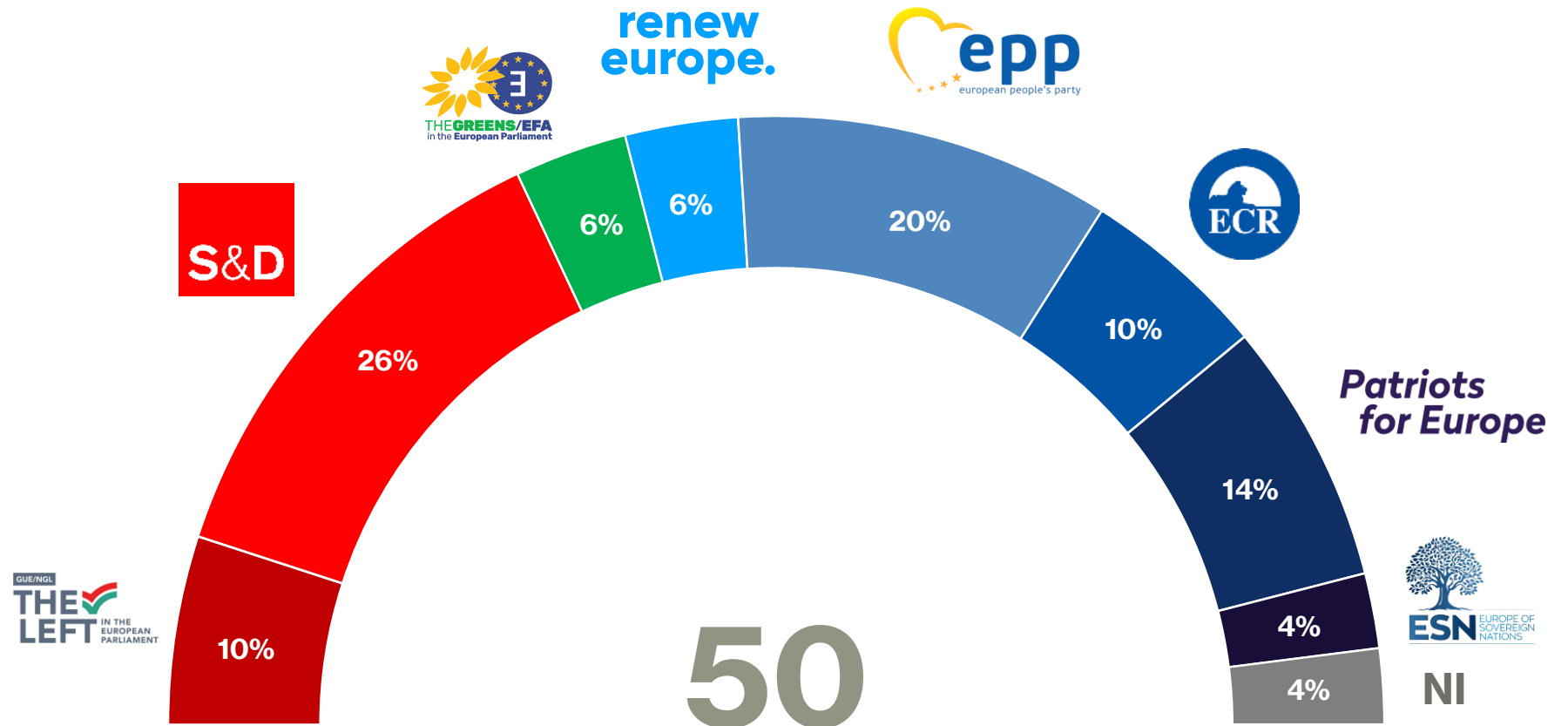


Public influence

Political group representation (top 50)

While MEPs from mainstream pro-EU political parties rank highly on parliamentary influence and drive the policy agenda, MEPs from extreme political parties rank highly on public influence and dominate public discourse.

MEPs with high public influence tend to rank lower on parliamentary influence, showing no obvious correlation between driving policy outcomes and public discourse.



Political groups

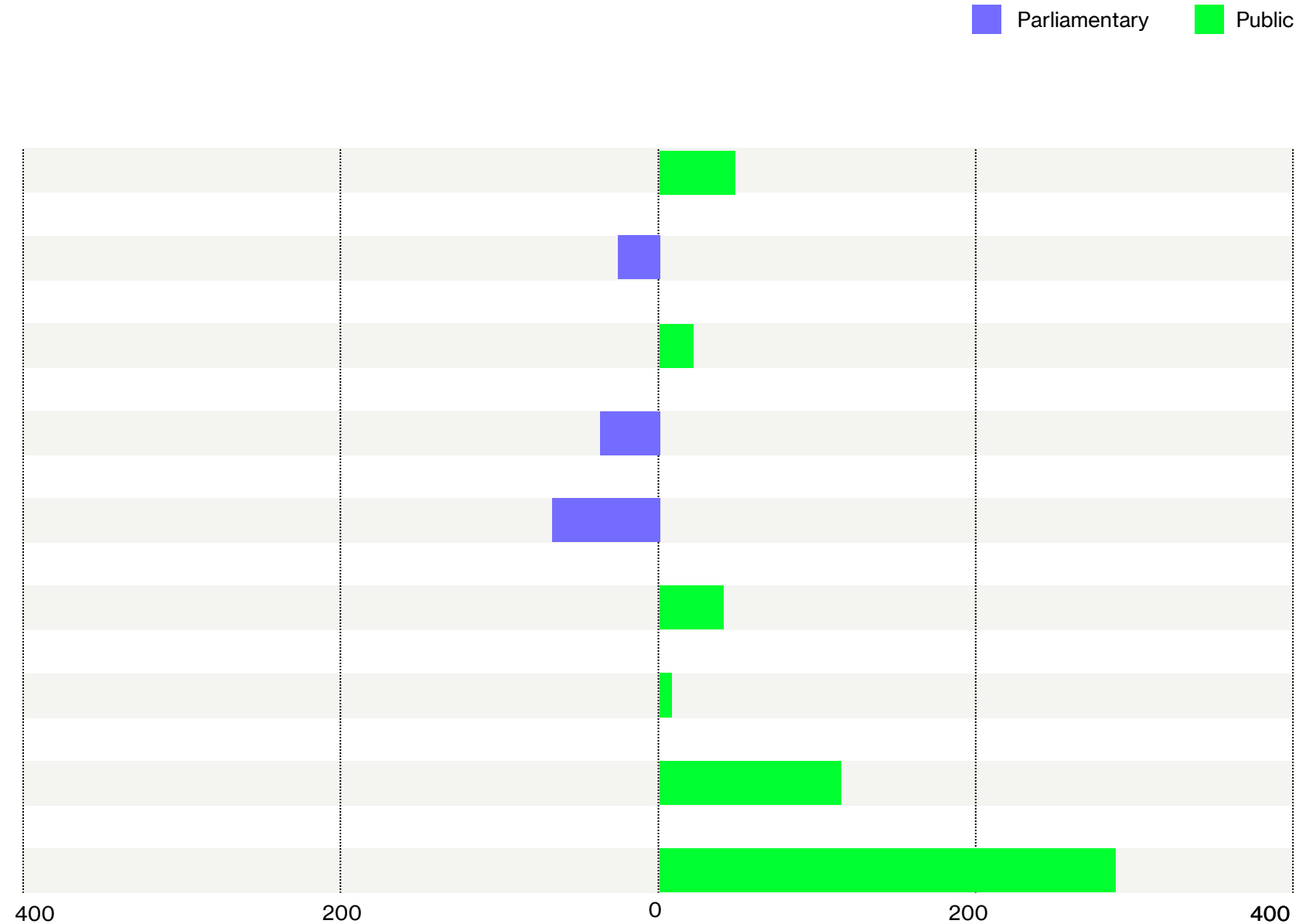
Difference in mean ranking of MEPs by political group - parliamentary vs public influence.

Pro-EU mainstream political parties have maintained their hold over the legislative agenda, with the EPP, S&D, Renew and the Greens dominating the top of the parliamentary influence rankings.

MEPs from the EPP and S&D parties collectively account for 60% of the top 50 MEPs with the most parliamentary influence.



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Political groups

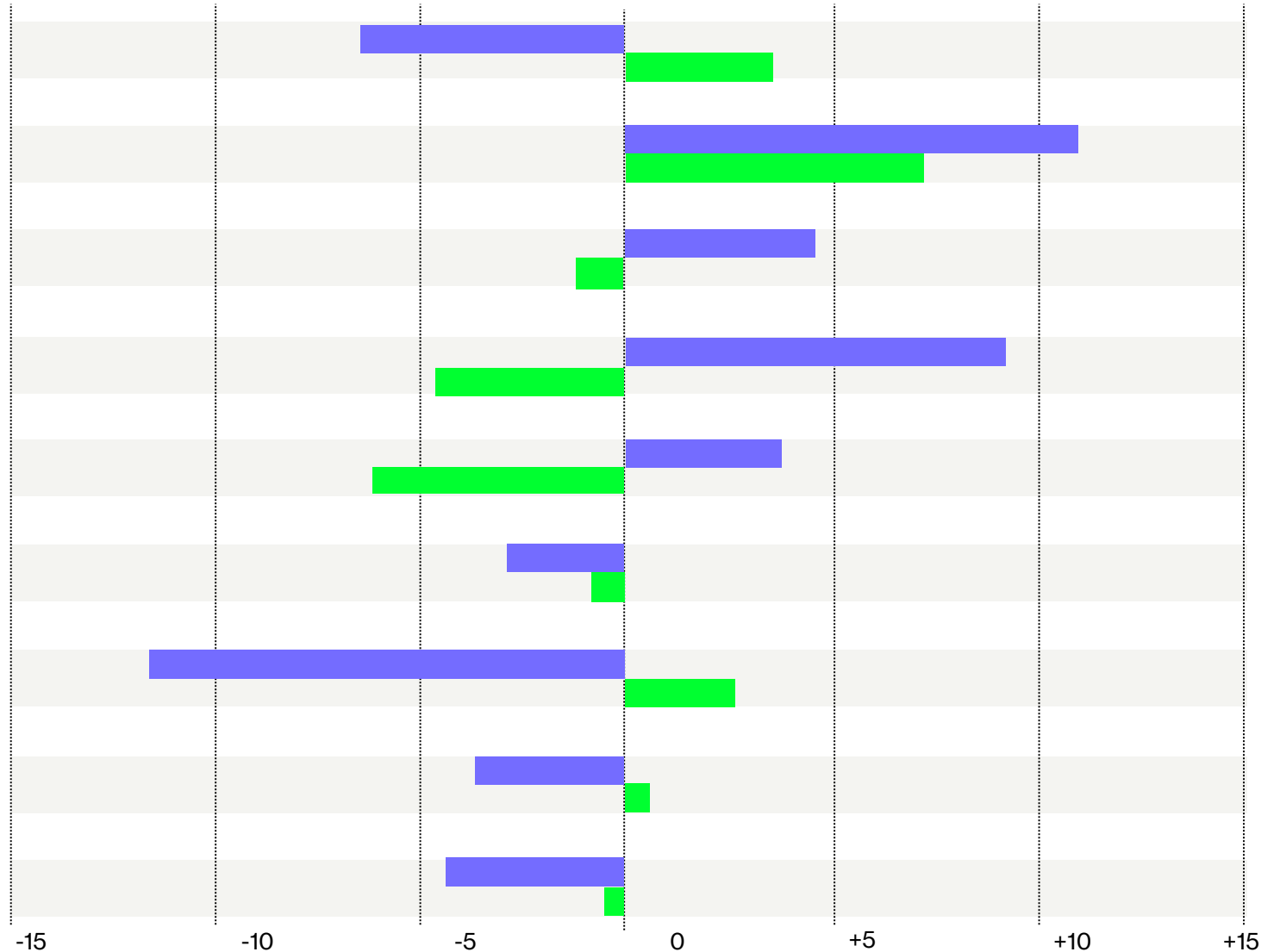
Representation of each political group in the top 50 compared to overall number of MEPs in the Parliament.

The S&D, in particular, outperforms its share of seats by +11 percentage points. In contrast, no MEPs from extreme right or left political parties rank in the top 50 for parliamentary influence.



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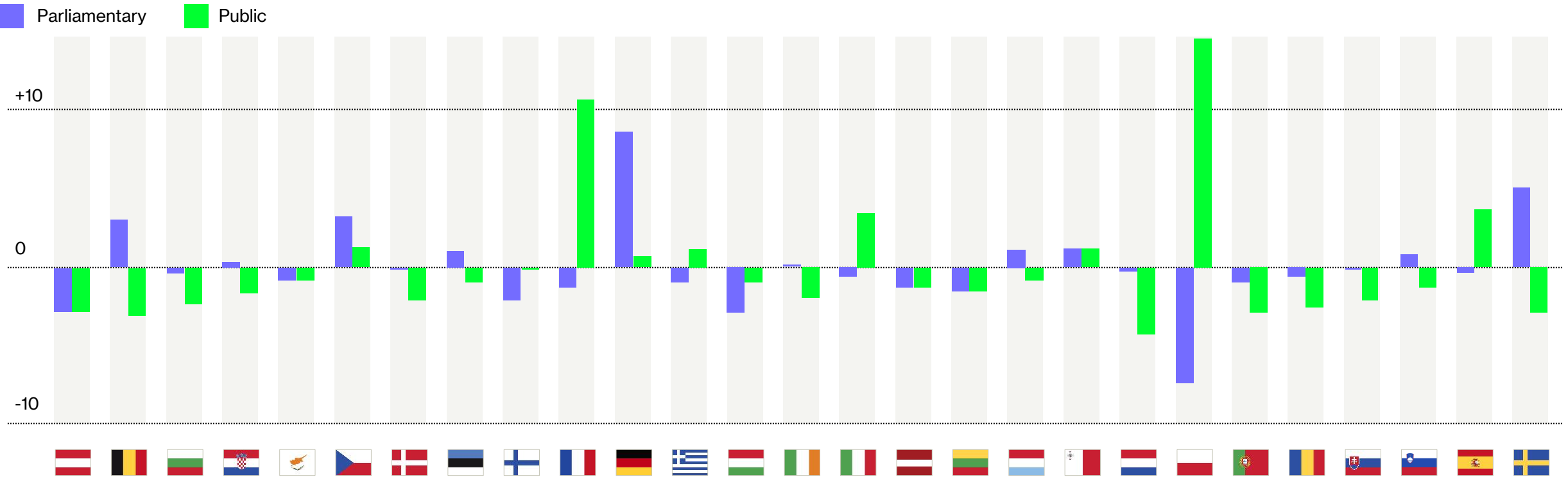
Parliamentary Public



EU Member States

Representation of each country in the top 50 compared to overall number of MEPs in Parliament.

Six of the top ten MEPs with the most public influence also played prominent roles in national elections in 2024, suggesting a correlation between national politics and public influence.



Get in touch with our team to find out more



Andrew Cecil
CEO



Ruud Wassen
Chief Client Officer



Lawrie McLaren
Senior Managing Director



François Bailly
Head of Belgian Practice



Daniela Negri
Head of Health



Dimitri Banas
Head of Technology



Chiara Gaudenzi-Morandi
Head of Energy & Industrials



Greta Gietz
Head of Corporate & Public
Affairs and New Business