

Readership Data & Survey 2004



Nouvelles communautaires,
Positions et *'Acteurs Européens'*

Executive Summary: Readership Survey 2004

EurActiv is now the leading independent EU policy portal

- Over 67,000* *EU Actors* using EurActiv and 1,200,000 pageviews per month in English, French and German
- Strong growth: 116% more unique visitors in March 2004 compared with a year ago
- Regular users subscribe to EurActiv Update Emails (25,600 subscribers in March 2004, 17% of them working for European Institutions)
- This is confirmed by surveys from third parties, see <http://www.euractiv.com/en/mediaranking>

Readership is influential: opinion leaders in Brussels and other capitals

- High proportion of political leaders (9% of respondents), senior management (10% of respondents), experts and journalists (35% of respondents) use EurActiv regularly
- Two-thirds of respondents are based outside Belgium, but over 40% buy goods or services in Belgium, privately or for their organisations

Independent and efficient media

- Strong credibility: 92% of the respondents think EurActiv is an “independent and fact-based media”
- EurActiv is seen as a useful daily tool for its readers:
 - 80% of the respondents visit EurActiv at least once a week (with more than 40% visiting the site daily)
 - Readers visit EurActiv for in-depth policy background through *LinksDossiers* and analyses more than for daily EU policy news
 - EurActiv readers like the time-saving approach, for example: “*You help me to access the information I need more directly: straight to the point! Thanks!*”

Successful: CrossLingual franchise approach in Central Europe

- Localised portals in 7 additional languages, run by 7 national media, see <http://www.euractiv.com/en/crosslingual>
- Even more readers than on EurActiv.com: 69,200 unique visitors / month in addition
- People from ‘enlargement countries’ ** represent 25% of EurActiv’s direct readership

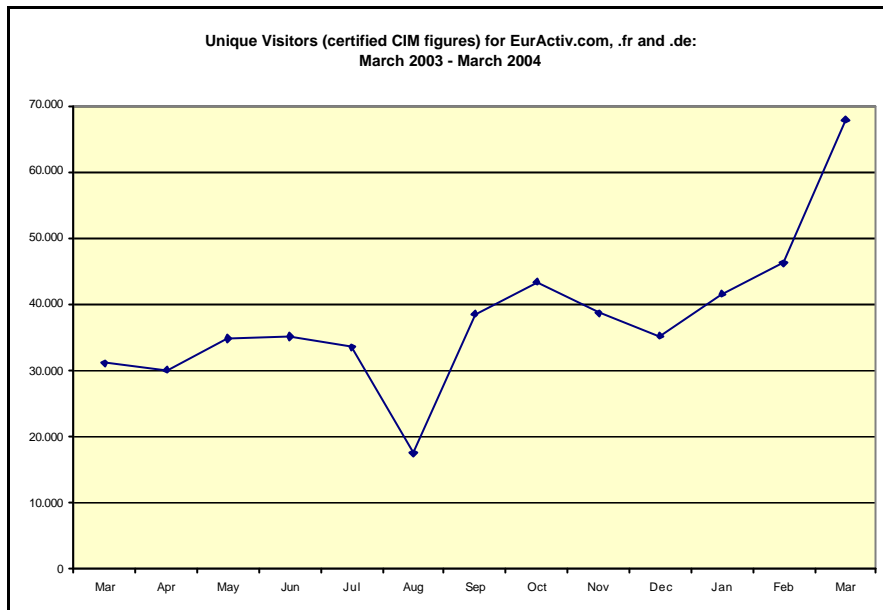
*CIM certified figures March 2004

** Enlargement countries: 10 new EU members, Bulgaria, Romania, Croatia, and Turkey

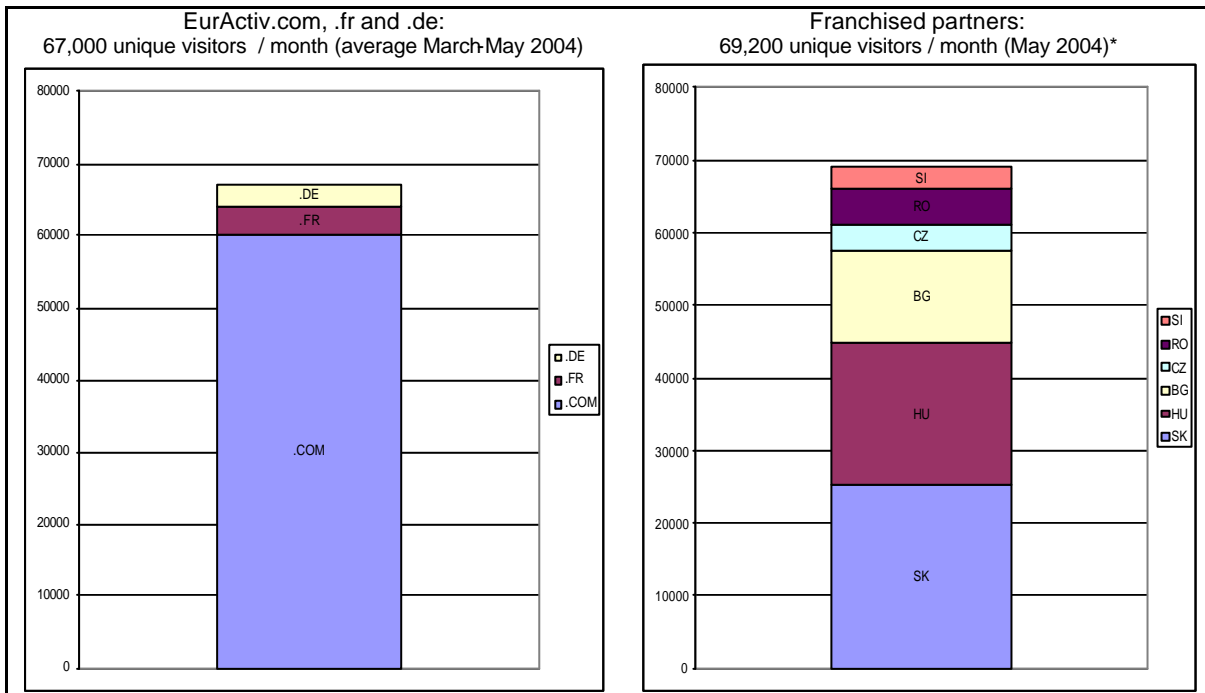
For potential clients, a full survey report is available, contact marketing@euractiv.com

WEB STATISTICS

Unique visitors (67,000 in March 2004)

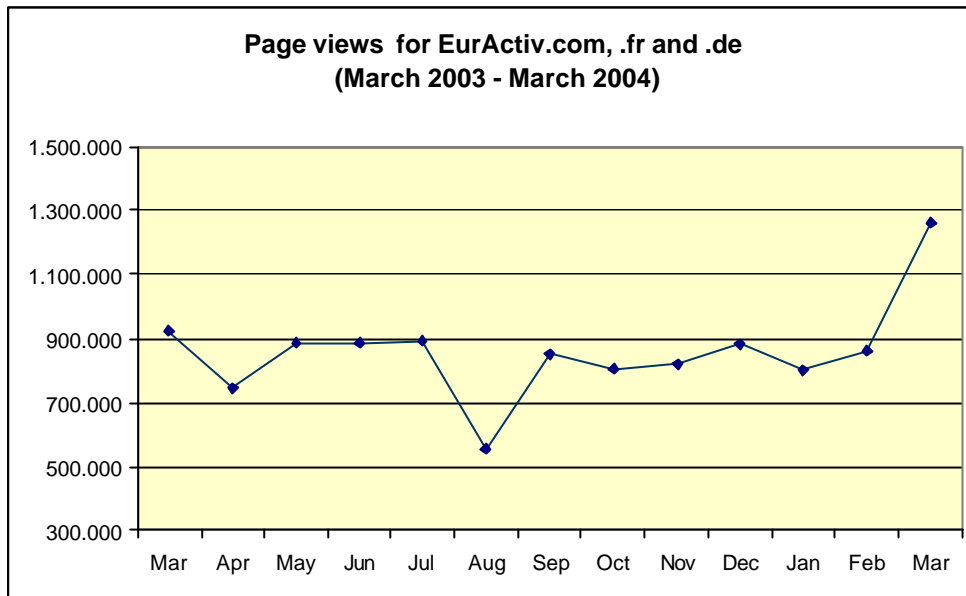


Readership of “core languages” versions and national franchised versions:
136,200 unique visitors /month for EurActiv and its CrossLingual network

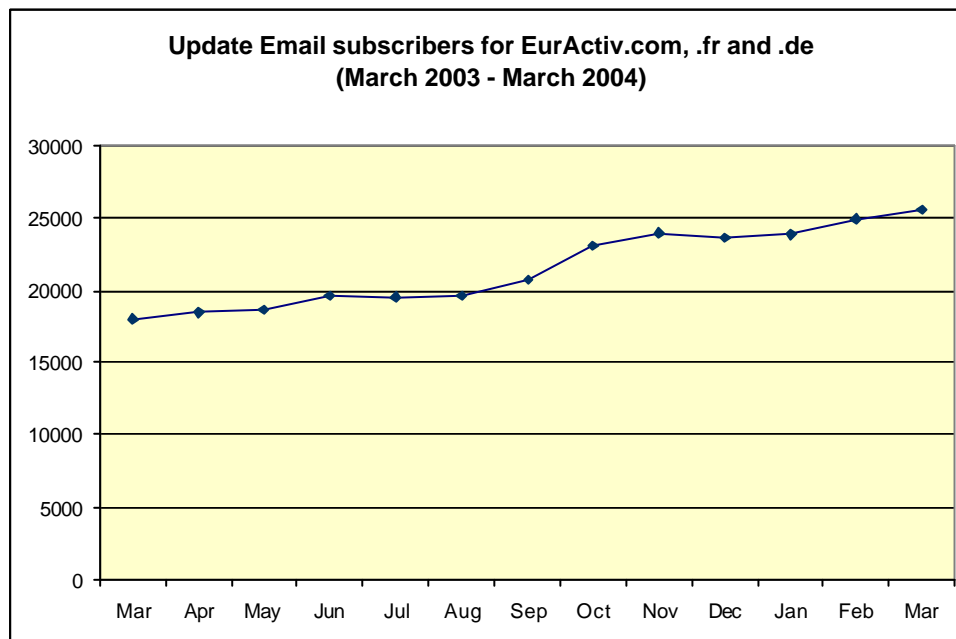


*The following franchise partners' websites have been launched only in May 2004: Romania, Czech Republic and Slovenia. Turkish and Polish partners will open EurActiv sections by autumn 2004.

Pageviews (more than 1,200,000 in March 2004)



Mailing list statistics (25,600 subscribers in March 2004,
often to several section Updates,
about 550,000 emails sent / month)



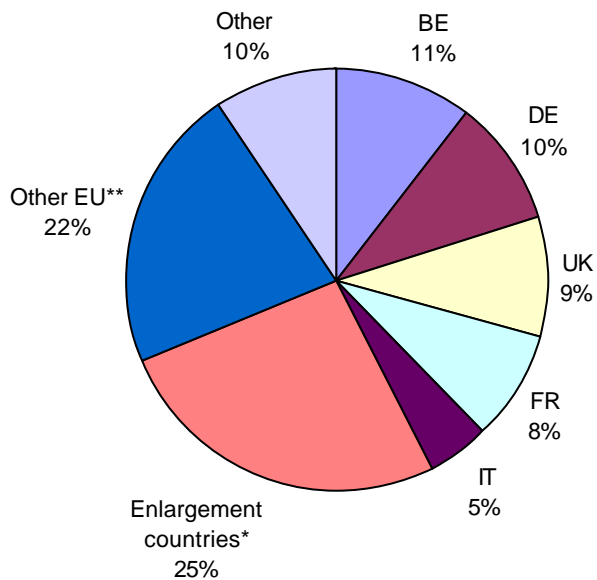
Results of EurActiv online survey 2004

This report is a synthesis of information collected about EurActiv users from February to April 2004. 1,095 EurActiv users answered the online questionnaire. This questionnaire was available through a pop-up window and advertising, in 3 languages: English, French and German. 77% of the respondents answered in English, 13% in French and 10% in German.

This is the third time that EurActiv has published its readership survey (2001, 2002 and 2004). Where appropriate, the evolution in respondents' answers is noted. The main conclusions are summarised below.

1. Nationality of EurActiv users

General results



Conclusion: About one quarter of the respondents come from one of the 'Big 3' countries (UK, France and Germany).

Another quarter are nationals from the 'enlargement countries'*. The opening of policy portals in several countries (EurActiv's CrossLingual Network in Central Europe + Romania, Bulgaria and Turkey...) also has a positive impact by increasing the number of EurActiv readers from those countries.

US respondents represent more than one-quarter of the "other" (non-EU, non 'enlargement countries') category: 2.8% of the respondents.

Evolution between 2002 and 2004: Increase in 'enlargement countries' (from 22% to 25%).

Sharp increase in the number of German readers (from 6.9% to 10%).

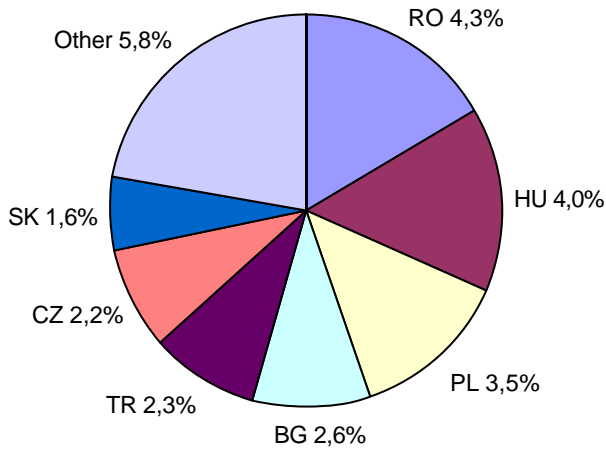
EurActiv French-speaking readers have increased from around 3,500 to nearly 6,000.

*Enlargement countries: 10 new EU members plus Bulgaria, Romania, Croatia, and Turkey.

** Other EU: former "EU 15" countries except Belgium, Germany, United Kingdom, France and Italy.

Detailed results

Nationalities: 'Enlargement countries'*



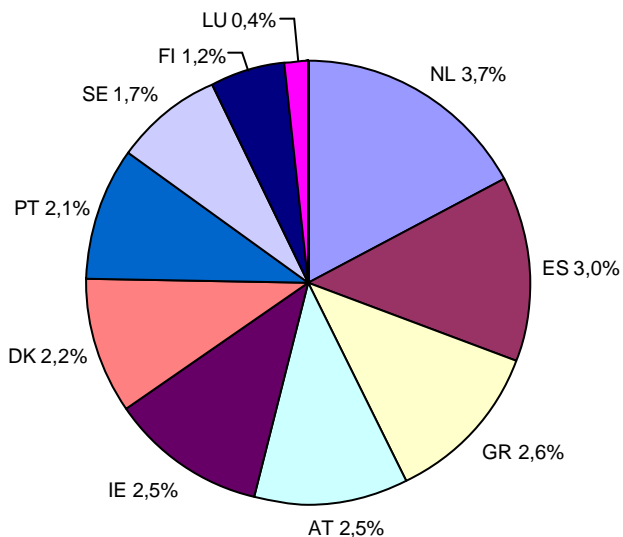
Conclusion: Nationals from new EU countries (e.g. Hungary, Poland, Czech Republic) and candidate countries (e.g. Turkey, Romania, Bulgaria) are strongly represented among EurActiv readers.

Evolution between 2002 and 2004: Turkey's strong interest in the EU has an impact on respondents' nationality: there has been a marked increase in the number of Turkish respondents (from 1.5% to 2.3%).

Hungarian respondents have also increased since 2002 (from 3% to 4%).

*Enlargement countries: 10 new EU members, Bulgaria, Romania, Croatia, and Turkey

Nationalities: 'Other EU countries'**:

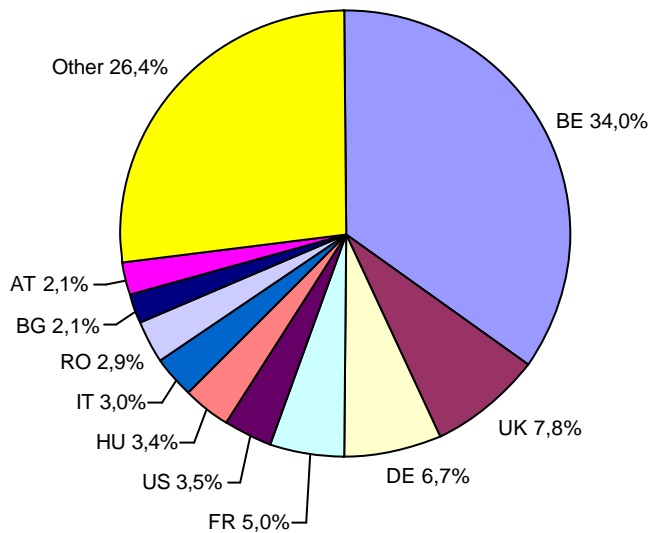


Conclusion: Among nationals of other EU countries (the former 'EU-15' except Belgium, Germany, United Kingdom, France and Italy), EurActiv is mostly used by Dutch, Spanish, Greek, Austrian and Irish readers.

EurActiv increases its utility and the diversity of nationalities.

** Other EU: former 'EU-15' countries except Belgium, Germany, United Kingdom, France and Italy

2. Country of residence of EurActiv's users



Conclusion: There have been changes in the nationalities of the respondents but the figures for the 'Country of residence' have remained stable.

Furthermore, while one-third of the respondents have their main residence in Belgium, EurActiv's audience is also very strong within EU affairs circles outside Belgium (two-thirds of the respondents).

Evolution between 2002 and 2004: The increase in the number of Germany and Austria-based respondents is quite significant.

The percentage of US-based respondents has increased over 2 years (from 2.2% to 3.46%), putting it in 5th place in terms of country of residence.

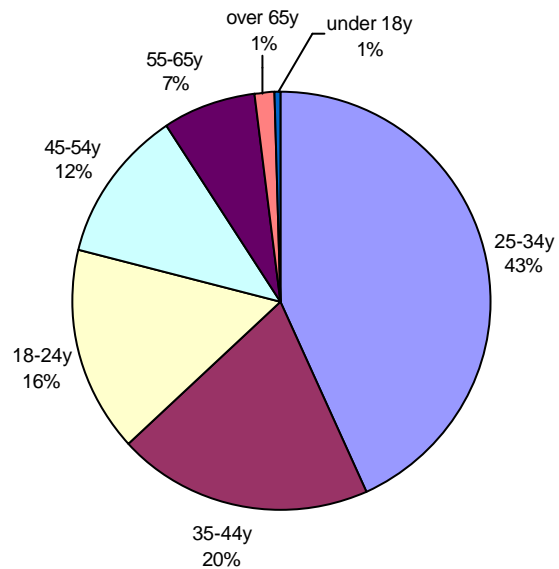
3. Age of EurActiv users

Conclusion: EurActiv is read by people of all generations.

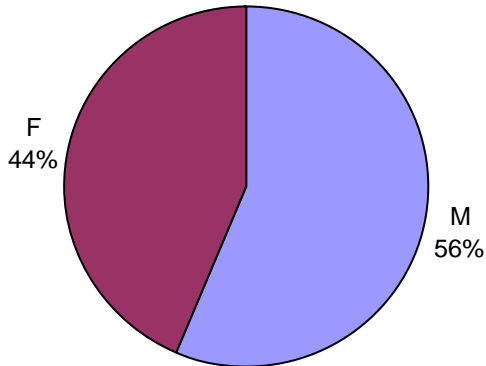
Evolution between 2002 and 2004: There is an increase in the number of respondents aged between 45 and 54 years old (from 9% to 12%, a quarter more in relative terms).

This result could be based on several facts:

- the internet is progressively replacing newspapers as a daily information source
- more extensive use of EurActiv within top management (as confirmed by question 6 below, people aged between 45 and 54 are more likely to be described as senior managers or political leaders).

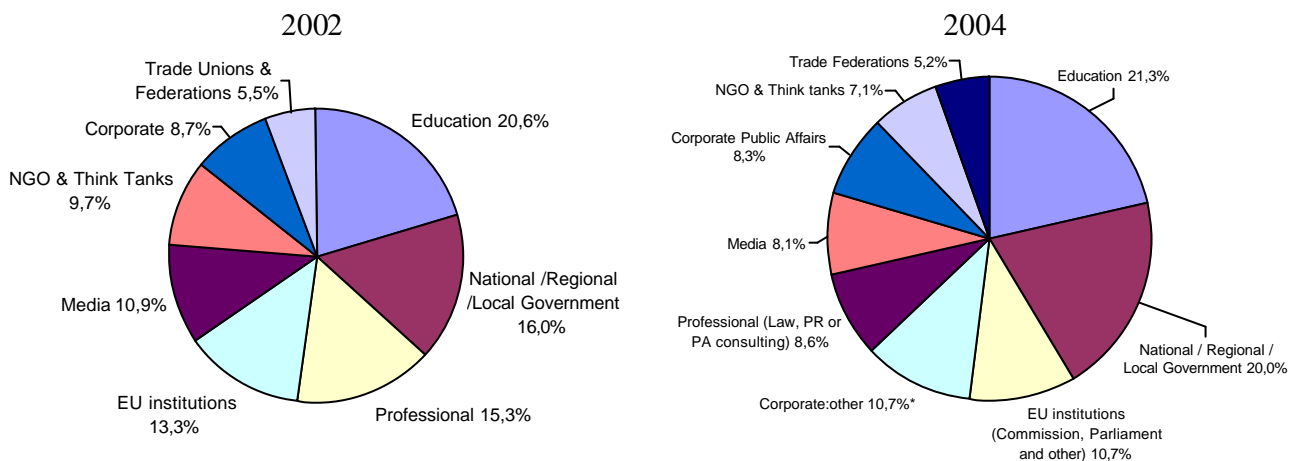


4. Gender of EurActiv users



Conclusion: Men still outnumber women in terms of respondents. There was a slightly higher proportion of men answering the Survey 2004.

5. Breakdown by discipline



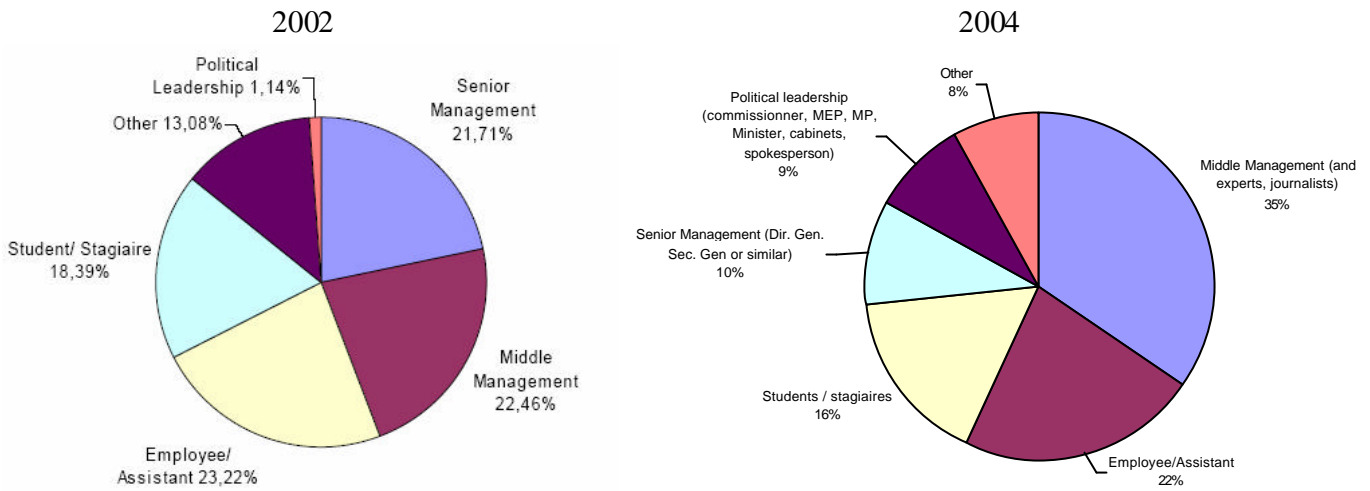
* "Corporate:other": Private companies not working in Public Affairs

Conclusion: EurActiv's audience includes representations of all actors interested in EU Affairs (EU institutions staff, national and local governments, academics...)

Evolution between 2002 and 2004: The changes are small: all categories are growing in absolute terms. National, regional and local government respondents have increased from 16% in 2002 to 20% in 2004.

Note 1: EU institutions and Media categories show a decrease but only in relative terms. They represent a high proportion of EurActiv's Update Email subscribers, typically regular users: 17% for EU institutions.

6. Level



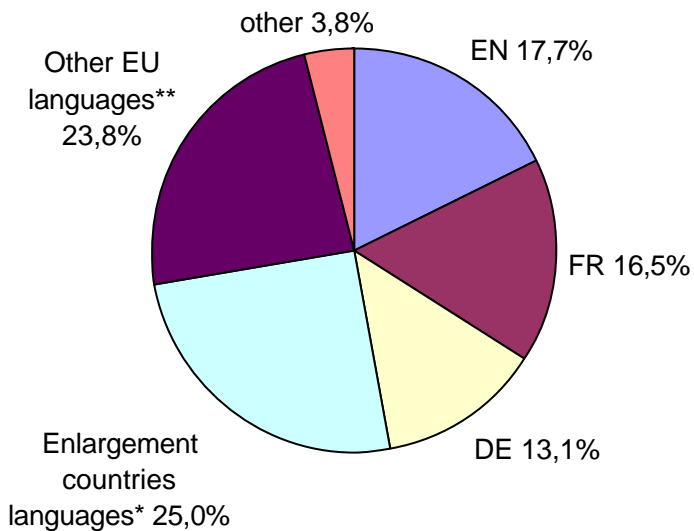
Conclusion: EurActiv is mainly used by experts, journalists, top management and political leaders.

Evolution between 2002 and 2004: There is a strong increase in the number of political leadership respondents (from 1% in 2002 to 9% in 2004). This increase shows an ever growing internet use at the top level of EU institutions and governments.

There is a relative decrease of senior management respondents (22% in 2002 against 10% in 2004). However, for the 2004 survey, the senior management category was more explicit: “senior management” stands for “senior management, Dir.Sec.Gen or similar”. Some of the respondents who would have described themselves as part of the “Senior Management” category might have chosen “Middle Management” this time.

7. Languages

Mother tongue of EurActiv readers, general results:



Conclusion: Half of respondents have English, French or German as their mother tongue.

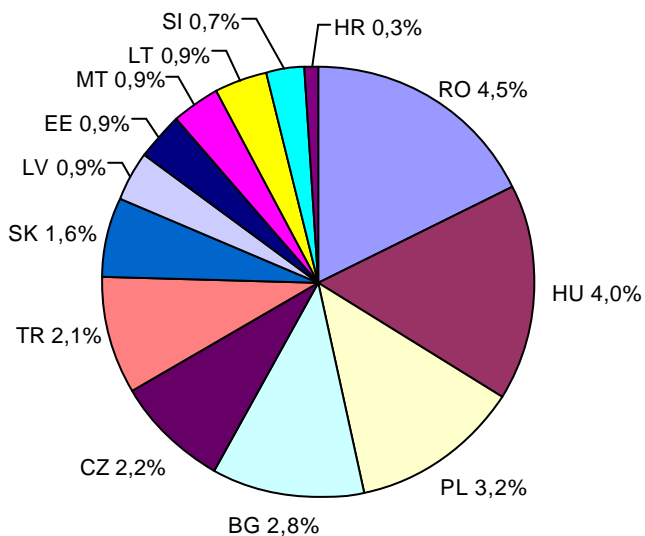
Evolution between 2002 and 2004: There is a relative increase of respondents having German as their mother tongue (from 8% in 2002 to 13.1% in 2004). The relative gap between French and German mother tongues is reducing.

Note 1: This survey was available in German for the first time in 2004. This might explain, partially, the increase of German speaking respondents.

* 'Enlargement countries' languages: Czech, Estonian, Hungarian, Latvian, Lithuanian, Maltese, Polish, Slovakian, Slovenian, Bulgarian, Romanian, Croatian and Turkish

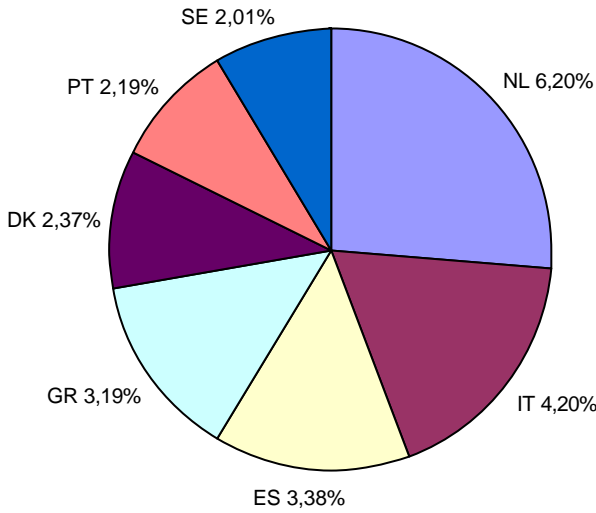
** 'Other EU languages: Spanish, Danish, Greek, Italian, Dutch, Portuguese, Finnish, Swedish

Mother tongue of EurActiv readers: among 'Enlargement countries' languages:



Conclusion: Within the central and eastern European sub-set, a high number of respondents having Romanian, Hungarian, Polish, Bulgarian, Czech and Turkish as mother tongue are EurActiv users.

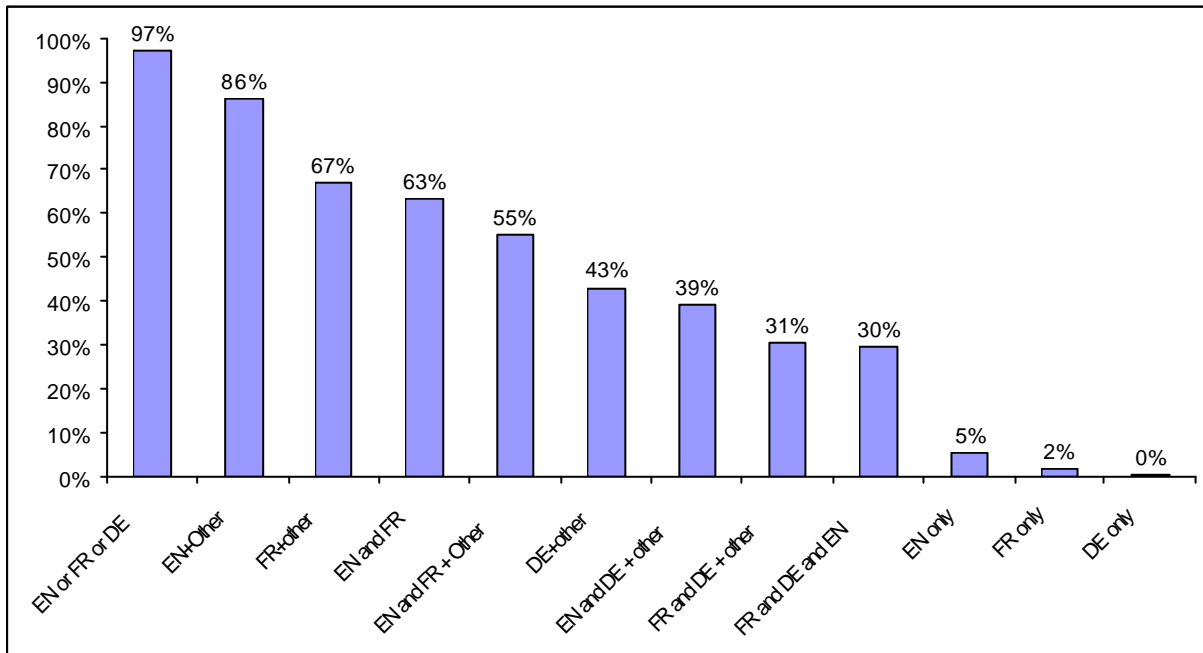
Mother tongue of EurActiv readers: Among 'Other EU' languages:



Conclusion: The number of respondents having Dutch as mother tongue is relatively high. This is explained by the percentage of Belgian respondents in the survey.

Read Languages:

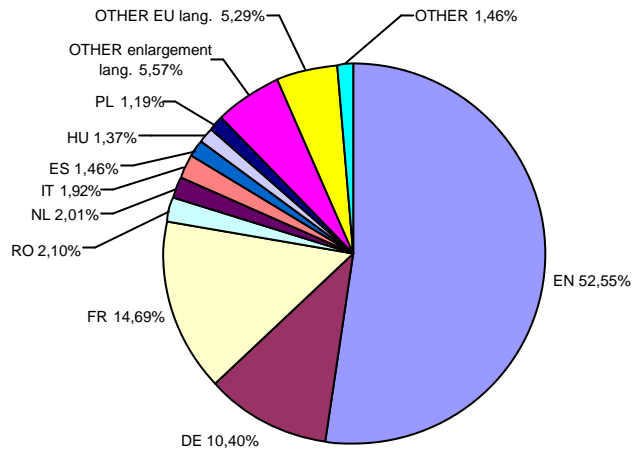
2004



Conclusion: 97% of the respondents can read either English or French or German, which is logical given EurActiv.com's 3 core languages. 9% of the respondents are not able to read English. Two-thirds of respondents can use French and 30% can read all three core languages.

Evolution between 2002 and 2004: Compared to 2002, fewer respondents are able to read more than 1 EU official language (-4% for English respondents, -10% for French respondents, -1% for German respondents).

Working Languages:



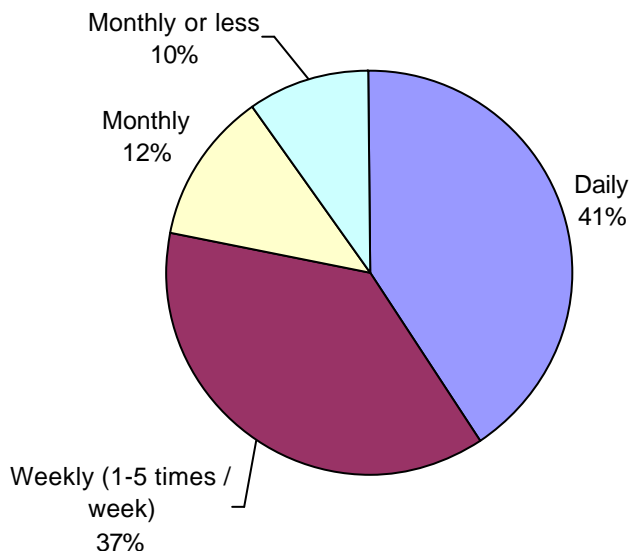
Conclusion: English dominates in terms of working languages and is used, in majority, by non-native speakers.

Other working languages, especially French and German, can not be neglected.

Evolution between 2002 and 2004: The figures are quite stable except for German as working language which has doubled in 2 years (from 5% in 2002 to 10%). This is certainly explained by the launch of EurActivde in November 2002.

General languages conclusion: English, German and French represent almost 50% of respondents' mother tongues, 80% of working languages and 97% of the respondents can read at least one of these three languages. This confirms the choice of publishing EurActiv in those three languages.

8. Frequency of visits



Conclusion: In terms of frequency, there are 3 respondent profiles:

- daily readers: he/she comes more than once a day on EurActiv (41% of respondents)
- weekly readers: he/she visits EurActiv between 1 and 5 times a week (37% of respondents)
- non-regular readers: he/she visits EurActiv monthly or less (22% of the respondents)

9. Type of connections, Intranet and Extranet

Question: What type of internet connections/speed do you use?

Possible Answers: Fast connection (broadband / company network), slow connection (modem)

In 2004, 90% of the respondents use a fast internet connection.

Question: Does your organisation use or plan to use an Intranet (internal web platform)?

Possible Answers: No, Yes in place, Yes planned

51% of the respondents can have access to an Intranet platform. For 8% of the respondents, their organisation plans to have an Intranet.

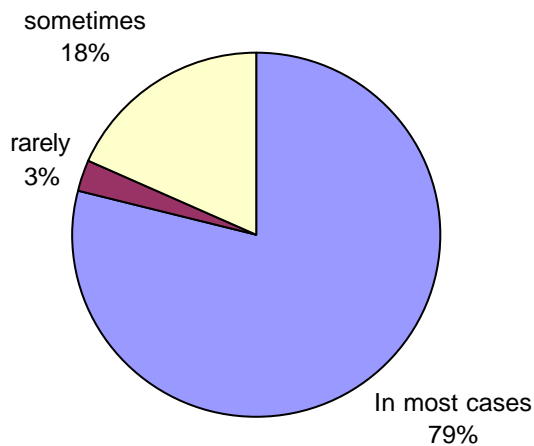
Question: Does your organisation use or plan to use an Extranet (members only / password protected website)?

Possible Answers: No, Yes in place, Yes planned

29% of the respondents can have access to an Extranet. For 11% of the respondents, their organisation plans to have an Extranet.

10. Ease of finding information on EurActiv

Question: Do you usually find what you are looking for?



Conclusion: 8 out of 10 respondents find what they are looking for on EurActiv.

11. New media channel for EurActiv

“Would you like more direct access to EurActiv via:”

EMAIL	INTRANET	PAPER	RADIO / TV	SMS	WAP
43%	10%	9%	8%	4%	2%

Conclusion: EurActiv's readers want more email information and intranet content. They would be quite interested in having EurActiv's content via a traditional media format (paper: 9%, radio and TV: 8%) but, so far, are less interested in mobile technologies (WAP:2% or SMS:4%).

12. “What other EU news sources do you use?”

It was only possible to select one option per media: occasionally or weekly or daily.

Among traditional media (list from Media Rating Survey, Burson Marsteller, 2003)

	occasionally	weekly	daily	total*
FT	31.7%	7.9%	20.2%	59.7%
Economist	29.2%	21.2%	4.4%	54.8%
European Voice	20.8%	24.2%	3.7%	48.8%
Le Monde	18.2%	7.9%	13.8%	39.8%
Agence Europe	16.4%	4.5%	14.1%	35.0%
International Herald Tribune	17.4%	3.4%	6.5%	27.3%
European Report	14.6%	5.8%	6.1%	26.5%
Wall Street Journal	17.7%	2.4%	4.1%	24.2%
Der Spiegel	14.4%	6.4%	3.3%	24.1%
Other National newspapers	9.3%	9.2%	55.4%	74.0%

*total: percentage of respondents using a media occasionally or weekly or daily

Conclusion: A high percentage of EurActiv users are occasional or regular readers of the FT (daily: 20%) and ‘The Economist’ (weekly: 21%). European Voice is read by nearly half of the respondents (24% weekly). Specialised print publications like ‘Agence Europe’ and ‘European Report’ come much lower. The survey also shows that the respondents use several media.

Organisation’s websites

	occasionally	weekly	daily	total*
Europa.eu.int/DG websites	17.7%	30.4%	41.3%	89.4%
European Parliament	31.6%	23.3%	18.2%	73.1%
European Council	32.6%	20.9%	13.9%	67.4%
NGO websites	37.5%	14.8%	6.9%	59.3%
Federation website	32.0%	11.1%	4.1%	47.2%

*total: percentage of respondents using a media occasionally or weekly or daily

Conclusion: Among available websites, European institutional sites are more likely to be read by EurActiv's readers. It should be noted that, in their written comments, many respondents stressed their satisfaction with EurActiv's weblinks to EU institutions: "...In practice, the EU's Europa website is extremely frustrating when one is searching for a new publication or announcement, and EurActiv is often the answer. More generally, I like your concise news summaries and reports...".

News websites:

	occasionally	weekly	daily	total*
EurActiv	22%	37%	41%	100%
BBC online	22.1%	10.2%	21.5%	53.8%
Google news	16.4%	6.7%	20.5%	43.7%
EU Observer	13.6%	9.5%	18.0%	41.1%
Financial Times Online	19.0%	7.5%	10.1%	36.6%
EUpolitix	13.5%	5.0%	9.7%	28.2%
EU Business	13.1%	4.9%	3.2%	21.2%
Europa Digital	11.0%	2.7%	1.1%	14.8%
Aqui Europa	9.8%	2.0%	0.8%	12.6%

*"total":percentage of respondents using a media occasionally or weekly or daily

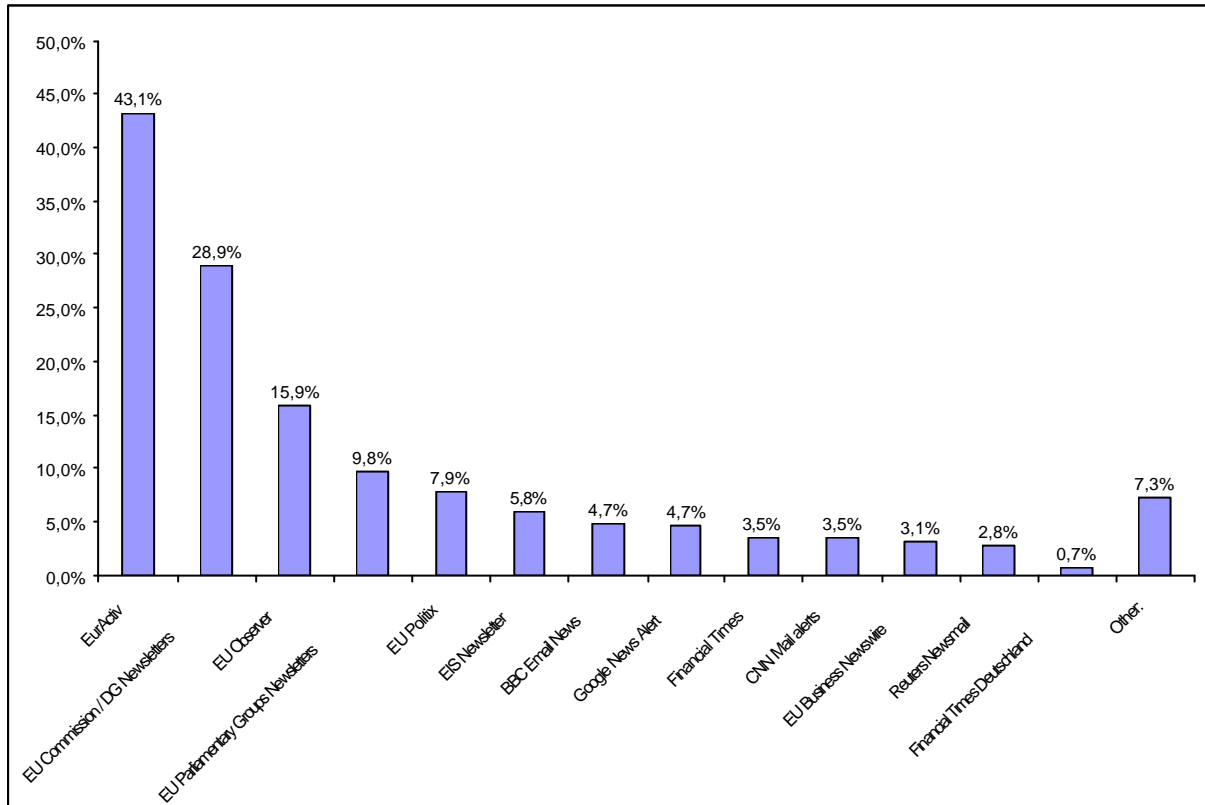
Conclusion: As general news providers, BBC online and Google tend to take a broader view of daily information within European Affairs. EU-oriented news websites are far behind EurActiv with 1% to 18% of daily users: EUObserver, EUpolitix, EU Business and non English news websites.

Broadcast:

	occasionally	weekly	daily	total
CNN	20.5%	10.8%	17.4%	48.7%
Euronews	16.2%	10.5%	19.5%	46.1%
BBC Europe Today	18.7%	8.2%	13.9%	40.8%
RFI	12.3%	2.2%	2.8%	17.4%
Deutsche Welle	0.1%	2.7%	3.4%	6.2%

Conclusion: CNN, Euronews and BBC are the favourite broadcasting channels of EurActiv users. The frequency of usage is nearly as high as for the other online media and half the frequency of EurActiv.

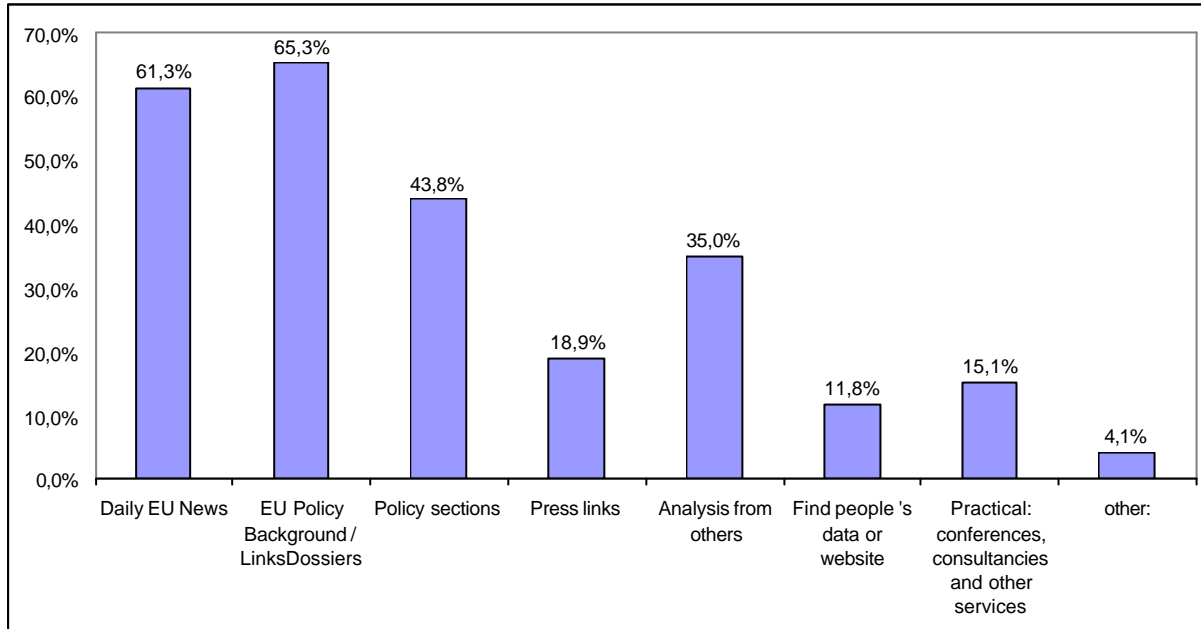
13. “Which EU email newsletters are you subscribed to?”



Conclusion: EurActiv's readers use several newsletters on a regular basis:

- 43% are EurActiv Update Email subscribers
- 29% are EU Commission / DG Newsletters subscribers
- 16% are EU Observer subscribers

14. Reasons for using EurActiv



Other reasons specified:

"...job search..."

"...Graduate/Postgraduate research..."

"...I need independent confirmation of American media..."

Conclusion: EurActiv is increasingly a policy portal and not just a newssite. 4 main reasons explain EurActiv's success among its readers:

- "EU Policy Background / Linksdossiers" (65% of respondents)
- "Daily EU News" is the second reason (61% of respondents)
- Policy sections (44% of respondents)
- Analysis from others (35% of respondents)

Evolution 2002-2004: While "Daily EU news" was the first reason for respondents in 2002, "EU Policy Background / Linksdossiers" is even more important in 2004.

15. Comments on Update Emails

Most of the comments on Update Emails are very positive (72 comments in total):

“...excellent basic source - such a great shortcut to what I need to know on policy changes in the environment sector...”

“...Bravo, cela me convient parfaitement!.. “

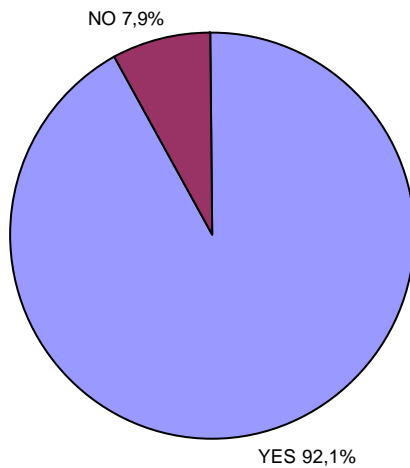
“...Frequency, content, length are all excellent. Easy access to more detailed material...”

“...It is my daily info on EU matters for a quick overview...”

“...très utiles, puisque bien élaborés... “

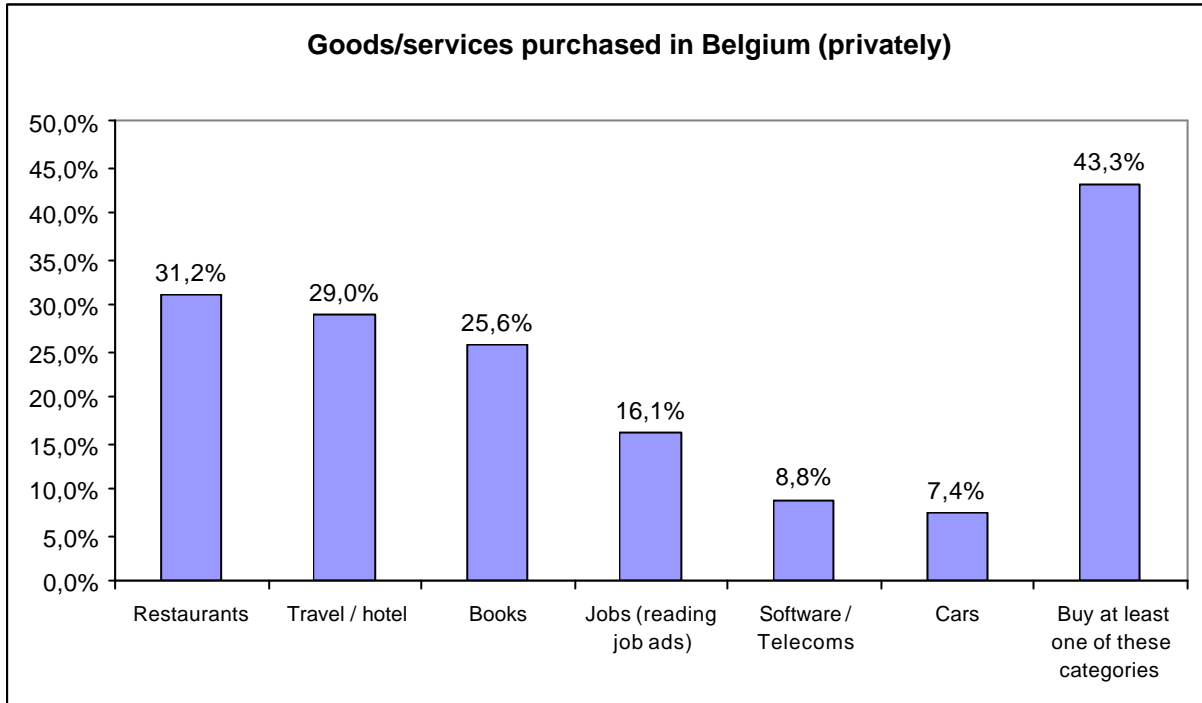
16. EurActiv Independence

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

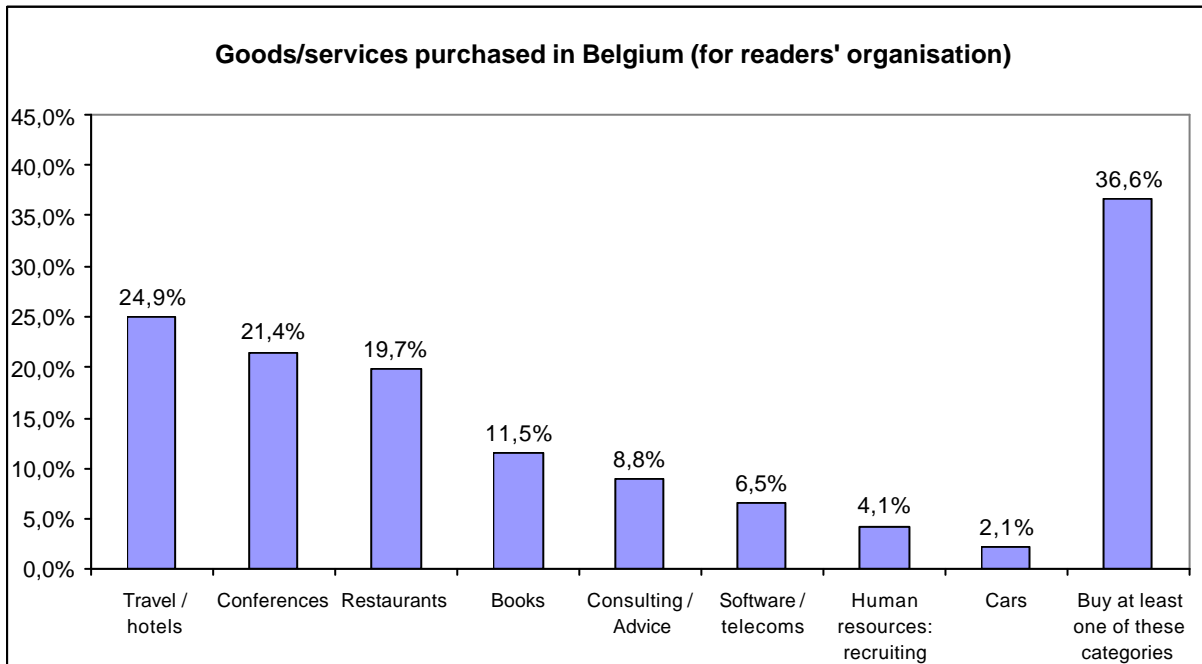


Conclusion: EurActiv credibility as an independent media is strongly supported by respondents.

17. EurActiv readers buying habits



Conclusion: Services or goods bought in Belgium by the respondents are mainly restaurants, travel tickets/Hotels and books. Even though two-thirds of respondents are based outside Belgium, more than 40% buy goods or services in the country.



Conclusion: For their organisation, respondents purchase “Travel/hotels” services, conferences or restaurants. Specialised services like consulting, “software/telecoms” and recruiting are sizeable. 5 to 10% of EurActiv’s audience represents around 3000 to 6000 business purchasers (based on March 2004 unique visitors).

One quarter buys “Travel/hotels” in Belgium: around 17,000 potential business clients. 36.6% of respondents have bought at least one of these goods.

18. General comments made by EurActiv users: (145 in total)

“...EurActiv is great in bridging information across the "fiefdoms" of the Commission, the Council, the Parliament, and EU Agency websites. Thank you...”

“...A good and reliable website. A good all-around source of EU information...”

“...Vos informations sont très précieuses pour moi. Continuez !... “

“...a really valuable service, well organized and smart, which I find always useful to turn to when I have to bang out something on one of the many EU policies I can't keep abreast of on a daily basis...”

“...Die Nachrichten, insbesondere die Hintergrund-Informationen von Euractiv gut sind ... ”

“...an excellent service. Great contribution to improving quality of public policy debate!...”

“...Have to work frequently with news from the European Union online website. You help me more directly to access the information I need: immediately to the point! ,Thanks!...”

“...I think it's a very good web-site overall that gives very good coverage of all the main issues related to the EU...”

“ ...Consultation aisée, articles bien documentés : bravo, cela me convient parfaitement!.. ”

“...Sehr gute Seite mit vielen hilfreichen links...”