EurActiv’s readership reaches new heights
Foreword and Methodology of the Survey

It is clear from these results that EurActiv has found a niche in a vibrant market. They are providing a multilingual news service to an influential audience - an audience that is highly receptive to media innovation and shares the values that EurActiv follows.

YouGov is a market research organisation with a commitment to democratic values that is expressed in our name. It has been exciting for us to be part of this project to better understand the market for specialist online information services.

Today more than ever we feel the need for a European polis. That can only be created, it seems to me, through the web. Online engagement depends on reliable accessible information and EurActiv provides a great starting point for that.

Stephan Shakespeare  
CEO and Founder of YouGov

This report is largely based on the results of a readership survey, which was run in cooperation with YouGov. Although there are scientific limitations to any survey, the sample of answers was wide, and combining it with EurActiv’s other statistics allows for a credible view of reality. I would therefore like to start by thanking Stephan Shakespeare and everyone at YouGov for their guidance and professionalism, but also for their enthusiasm throughout the process.

I would also like to thank those from EurActiv who contributed to the planning, promotion and implementation of the survey, especially Diogo Pinto and Freddie Martyn, who did most of the work.

What I find particularly interesting about this report is that it confirms, once again, that EurActiv’s readership is truly representative of what we have been referring to, for the last 15 years, as “the community of EU actors”. In that sense, our readership constitutes a good testing ground for policy ideas and proposals. I hope many will keep emerging, and that the debate about the EU and its future keeps taking place on EurActiv’s websites!

Enjoy your reading!

Christophe Leclercq  
Founder of EurActiv

Methodology of the Survey

Period - The survey was online for 5 weeks from 15 December 2015 to 20 January 2016.

Promotion - The survey was promoted to EurActiv users via online banner advertisements, social media, newsletters and targeted mailings.

Sample size - 1,783 EurActiv users responded to the survey.

Terminology - “N=xxxx” signifies the number of respondents that answered a particular question.

Responsibility - YouGov was responsible for compiling all results from the collected data. Data compiled from other sources is clearly indicated where relevant. EurActiv drafted the survey questions, in consultation with YouGov in three languages (English, French and German). EurActiv was in charge of the promotion of the survey, as well as the drafting process of the final report. EurActiv takes full responsibility for this executive summary.

Additional information - EurActiv has run readership surveys of similar sample size in the past. These will be used in the report, along with data from the EurActiv Network’s Google Analytics:

- 2010: 2,187 respondents
- 2007: 3,054 respondents
- 2005: 3,100 respondents
- 2004: 1,095 respondents
Executive Summary

EurActiv’s readership has grown over the years, increasing by 19% in 2015 to give EurActiv 794,992 monthly unique visitors* and a total brand footprint of 1.4 million readers per month**.

EurActiv is reaching more influential professionals than ever before.

** EurActiv users are influential**

- Over a quarter work in senior management and political leadership (over half of respondents, if including middle management positions).
- One quarter of respondents work in government and/or EU institutions (200,000 users); 40% work for multipliers, and 20% in business.

** EurActiv users are multilingual**

- Respondents account for around 60 nationalities.
- 91% of respondents live in the EU. A large majority lives in the 12 EurActiv Network countries: 72% read in their native language.
- Among the respondents’ native languages, French, German and English are most commonly spoken.
- English is an increasingly used primary working language among EurActiv users (44% vs. 37% in 2010), even more so by EurActiv.com users (55%).

** EurActiv users embrace media innovation and translation**

- EurActiv is seen as innovative (58%).
- A third of readers use their mobile phones to access EurActiv, and the figure increases to 45% for those under 35 years old.
- Top priorities for media innovations are access to policy information and languages.
- Three quarters of EurActiv users see infographics as an important additional media service.
- 50% see the development of a tool to track and visualise policy processes as a priority.
- 64% would like to see more translations from media partners and other quality media.
- The vast majority of these users would rather wait for human-quality translations.

** EurActiv’s values are well recognised**

- The values that users most identify with EurActiv are: Languages (81%), Constructiveness (74%), Openness and Efficiency (both 72%).
- Politicians and/or elected officials tend to hold EurActiv’s values in even higher regard than the average respondents.
- General EU news is the most popular reason for reading EurActiv, followed by policy updates and sector-specific news.
- 64% read EurActiv.com at least once a week, with over 25% reading it daily.

* EurActiv Google Analytics 2015
** Definition page 7 – Includes republication by Media Partners
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EurActiv

About EurActiv

EurActiv boasts a rich archive of news articles, photos, videos, blogs and opinions across 12 languages (the EurActiv Network). Some of these set the scene for EU policy-making in the 21st century.

From the outset, four values have characterised much of what EurActiv aspires to and functions around: efficiency, transparency, media independence and multilingualism.

Over the course of the last few months, EurActiv has focused its attention on creating content partnerships with national quality media like The Guardian, La Tribune, Der Tagesspiegel, EFE and El País – Planeta Futuro.

EurActiv also announced new network partnerships in January 2016, with the media companies ClassEditori (Milano Finanza and Italia Oggi) and Agencia EFE (largest Spanish language news agency) including the creation of EuroEFE.EurActiv.es in Spain and ClassEurActiv.it in Italy. An agreement with WirtschaftsWoche (Handelsblatt group), signed just before this report’s closing, has yet to be implemented.

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**EUROPEAN MEDIA NETWORK**

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**Network Readership**

794,992

Unique Visitors per month*

**Brand Footprint 2015**

1.4 million

Readers per month*

*Source: EurActiv Google Analytics 2015
EurActiv’s readership

In 1999, EurActiv was publishing a weekly EU-policy update.

Today, its 50-strong editorial team, spread across the EU, reaches around 800,000 unique visitors per month.

EurActiv’s readership is on the rise. Between 2014 and 2015, EurActiv saw a 19% increase in unique visitors per month.

Source: Google Analytics (2015)

EurActiv’s brand footprint totals 1.4 million users a month. This number is estimated by looking at how many people read EurActiv’s editorial content on (yellow) and off (blue) the EurActiv sites. Growing content partnerships attract new readers of EurActiv content via other media (25% of total editorial content readership).

EurActiv’s social media reach also increased in the last year, and even more so since the 2010 readership survey.

Adding these various numbers together, EurActiv has estimated its brand footprint (i.e. the reach of all EurActiv’s content in terms of unique visitors).

This reach represents 17 years following four very distinct values. These are described below:

EurActiv’s four core values:

**Efficiency**
EurActiv saves time for “EU Actors”, therefore supporting policy-making speed

**Transparency**
EurActiv provides clarity on stakeholder positions and the decision-making process

**Media Independence**
We maintain our independence with an innovative business model and do not privilege views from sponsors.

**Languages**
EurActiv publishes in 12 languages across its Network. It innovates regarding translated syndication with other media.