

# News readership survey 2014

Summary of results



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**ECHA's News Readership Survey 2014 – Summary of results**

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**Date:** December 2014

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**European Chemicals Agency**

Mailing address: P.O. Box 400, FI-00121 Helsinki, Finland

Visiting address: Annankatu 18, Helsinki, Finland

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## News Readership Survey 2014 –

### Summary of results

#### Introduction

Each year, ECHA asks the opinions of its stakeholders on various communication activities. In 2014, the Agency sent out the annual News Readership survey, covering the e-News and the ECHA Newsletter, on 9 September 2014. The survey was open for three weeks and closed on 30 September 2014.

After a brief description of the survey and the evaluation methods, the results for each question are presented.

#### 1. Survey and evaluation methods

The survey was launched on 9 September 2014 and closed on 30 September 2014. It was sent by personal email to an initial 17 006 news subscribers on our mailing list. However, we received notifications for 1 366 undeliverable messages from this first mailing, which means those who actually received the first email link totalled 15 640. Three reminders were sent on 15, 22 and 30 September respectively (the final reminder indicating that they only had one day left). Three snippets were placed in the weekly e-News on 10, 17 and 24 September.

The respondents were able to submit their responses anonymously.

The responses for the multiple choice questions have been analysed quantitatively and summaries/examples have been provided for the open questions.

For a look at the survey questions see annex 1 to this summary of results.

#### 2. Results

2 332 stakeholders submitted their feedback to the news readership survey. The response rate was 13.7 % (8.2 % in 2013).

The number of respondents increased from last year's 1 305 to 2 332 – an increase of over 1 000 respondents. This was mainly because the survey was once again sent out as an individual email, including a personal message from the Head of Communications, and not advertised as a public link online. This year the reminders sent and the snippets included in our e-News to remind our subscribers also played a part in increasing the number of responses.

As in 2013, we made a conscious decision to launch the survey at a more convenient time than had been done in previous years. This avoided clashing with the schedules of other surveys and negatively affecting the response rates, as has happened in the past.

The results of the survey were analysed using Webropol and Excel.

For comparison, the figures from 2013 are in parenthesis where available. Whereas the comparison between the 2012 and 2013 figures (only 149 respondents in 2012) were not really comparable, this year, the response rates were more similar and offer a viable comparison.

## 2.1 Information sources

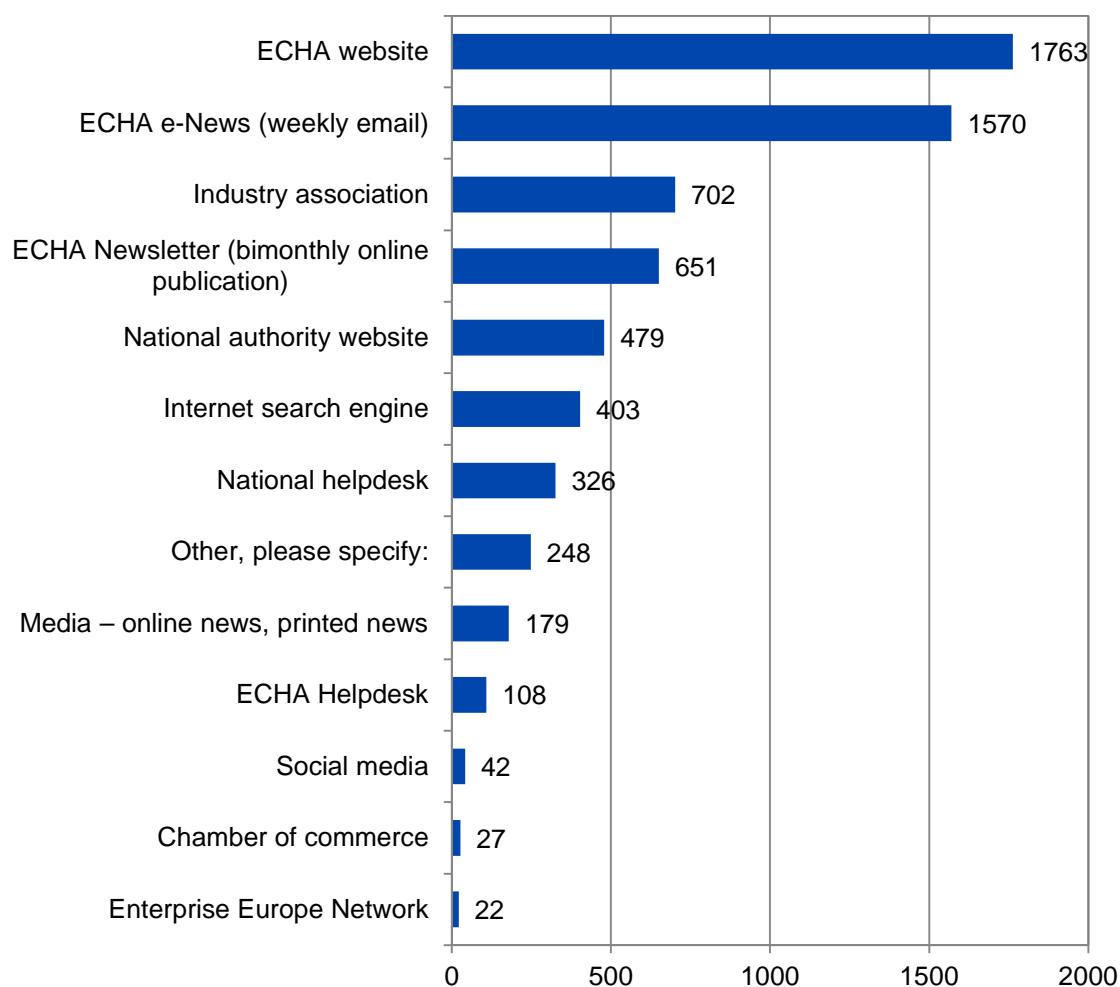
The respondents were asked what their **three primary sources** of information about REACH, CLP, PIC and the Biocidal Products Regulation are.

ECHA's website was considered the most important source: 75.6 % (74 % in 2013) of the respondents placed the website as one of their three choices. The next most picked source was the ECHA e-News: 67.3 % (70 % in 2013).

Similarly to the 2013 results, the industry associations were the next most picked source: 30.1 % (31 % in 2013).

The ECHA Newsletter was picked by 27.9 % of respondents (27 % in 2013) and the national authority website was picked by 20.5 % (23 % in 2013).

**What are your three primary sources of information about REACH, CLP, PIC and the Biocidal Products Regulation?  
(You may select max. 3 options)**



Graph 1: What are your three primary sources of information about REACH and CLP? (N=2 332).

In the 'other' option, the respondents mentioned the following among others (only those mentioned more than once):

- EUR-LEX (The Official Journal)
- Chemical Watch subscription
- Internal colleagues/departments
- Consultants
- Other newsletters
  - Ordine dei chimici
  - TÚV SÚD
  - ERA
  - Bureau Veritas
  - REACH Ready
- Customers
- Regulatory tracking services
  - C2P

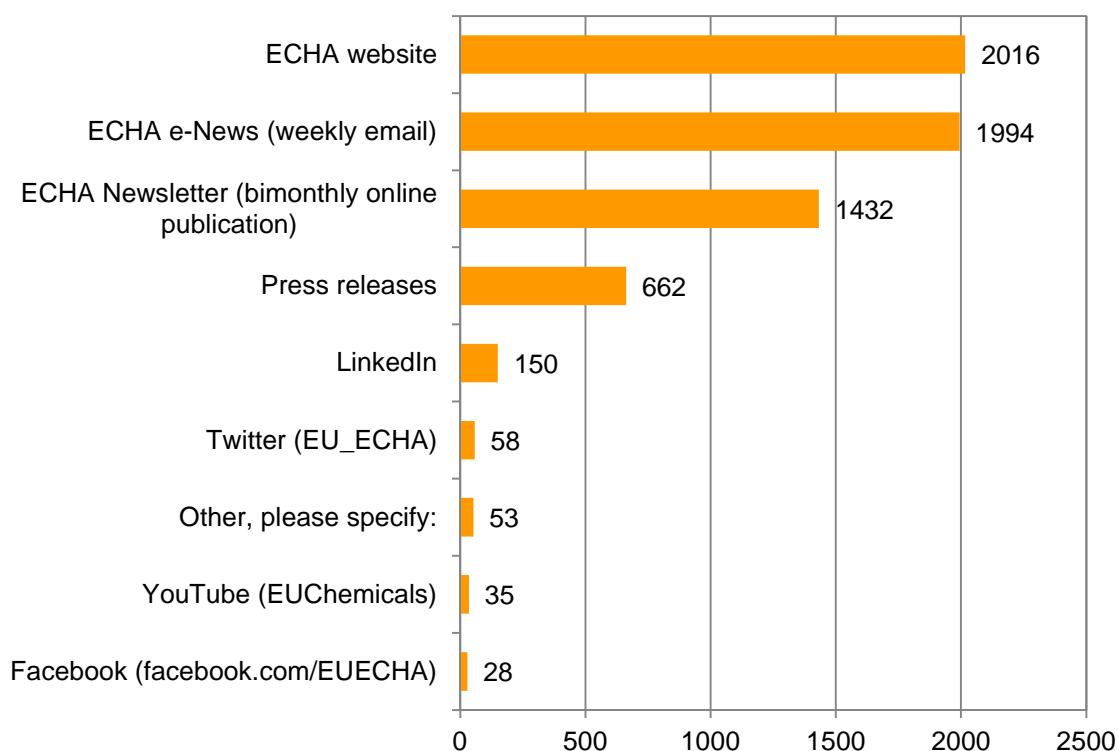
- EIA Track
- CircaBC
- Laboratories
- REACH Centre
- ChemADVISOR
- Law firms
- REACH seminars
- Forum Verlag
- NGOs

## 2.2 ECHA's news channels

The respondents were asked which of ECHA's news channels they use. They were able to select as many options as they wished.

ECHA's website is the most followed news channel with 86.4 % (85 %) of the respondents mentioning this. The ECHA e-News follows with 85.5 % (86 %) and the ECHA Newsletter by 61.4 % (57 %) of the survey respondents.

### Which ECHA news channels do you use? You may select as many options as you wish.



Graph 2: Which ECHA news channels do you follow? (N=2 332).

The 'other' options included several comments that were not ECHA channels, but included options similar to those answered in section 2.1.

## 2.3 ECHA e-News

The questions about the ECHA e-News focused on the way it is received and read; as well as on what attributes the readers attach to it.

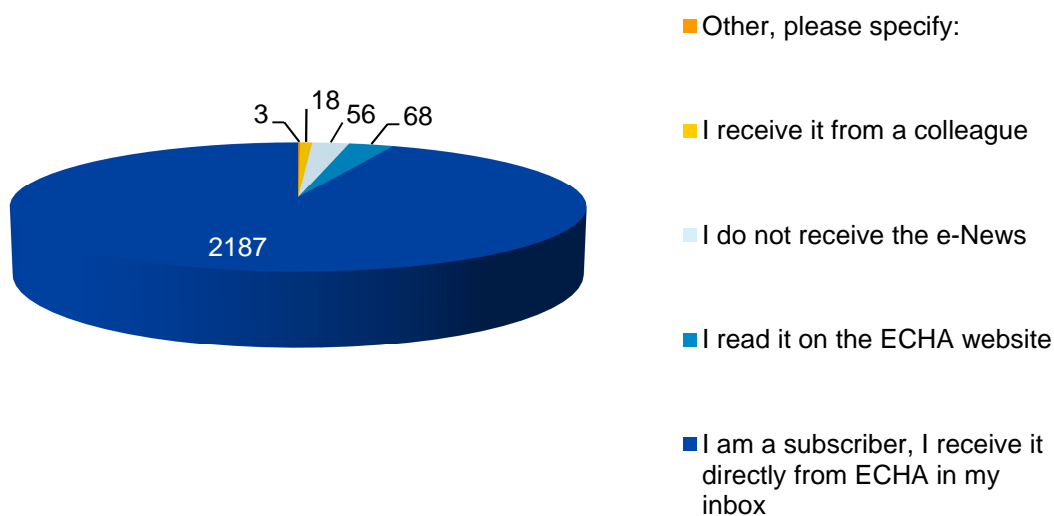
### 2.3.1 How do the subscribers receive the e-News?

In question 3, the respondents were asked how they received the ECHA e-News.

The majority (93.8 %) of the respondents indicated that they were subscribers of the news and received it directly by email to their inboxes.

2.9 % said that they read it directly on ECHA's website, 0.7 % indicated that they received it from a colleague and surprisingly 2.4 % said that they did not or were not receiving the e-News. We will chase these up to make sure that the subscription service is running optimally.

#### How do you receive the ECHA e-News?



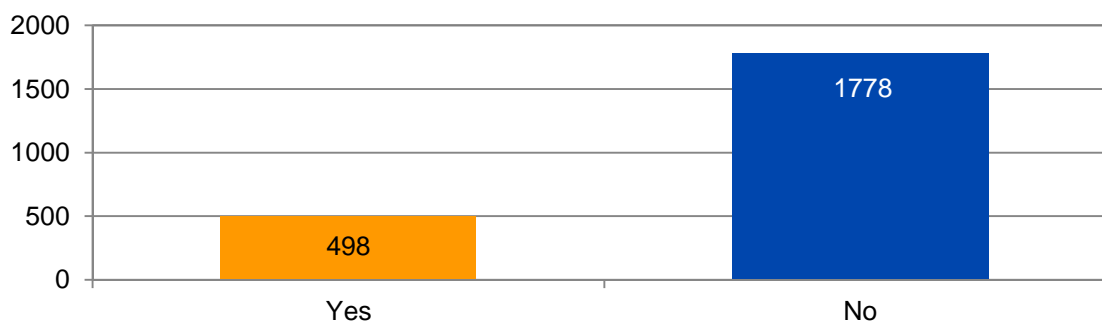
Graph 3: How do you receive the ECHA e-News? (N=2 332).

### 2.3.2 Do subscribers forward the e-News?

Over three quarters of the respondents (78.1 %) say they do not forward the e-News to anyone, which leaves 498 respondents (21.9%) who do.



### Do you usually forward the e-News to someone?

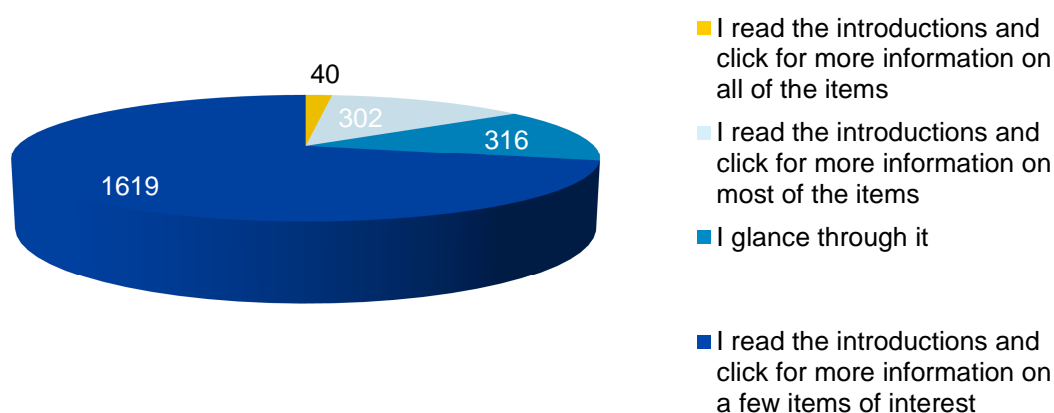


Graph 4: Do you usually forward the e-News to someone? (N=2 276).

### 2.3.3 How much of the e-News is read?

13.9 % of the respondents glance through the e-News. 71.1 % of the respondents (69 % in 2013) read the introductions of the e-News and click for more information on *a few* items of interest. 13.3 % (17% in 2013) click for more information on *most* of the items. 1.7 % read the introductions and click for more information on *all* of the items.

### How much of the e-News do you normally read?



Graph 5: How much of the e-News do you normally read? (N=2 276).

### 2.3.4 Statements about the ECHA e-News

In question 6, the subscribers were asked their opinion on 11 statements about the ECHA e-News. The scale used was: Strongly agree (5) – Agree (4) – Somewhat agree (3) – Somewhat disagree (2) – Disagree (1) – Strongly disagree (0). A not applicable option was also available.

The questions covered the following statements:

- e-News helps me to better understand what ECHA is doing
- e-News covers the news I am interested in

- e-News gives me timely information
- e-News content is reliable
- e-News gives me information which helps me to do my job
- e-News is an efficient way of getting news from ECHA
- e-News content is accurate
- Communication through e-News is transparent
- e-News is clear
- e-News is up-to-date
- I like the look of the e-News

74.3 % of the respondents either agree or strongly agree that the e-News helps them to **better understand what ECHA is doing**. This figure increases to 94.4 % if the somewhat agree statements are included.

62.6 % of the respondents either agree or strongly agree that the e-News **covers the news that they are interested in**. This figure increases to 93.8 % if the somewhat agree statements are included.

77.1 % of the respondents either agree or strongly agree that the e-News gives them **timely information**. This figure increases to 96.0 % if the somewhat agree statements are included.

86.6 % of the respondents either agree or strongly agree that the e-News **content is reliable**. This figure increases to 96.9 % if the somewhat agree statements are included.

65.8 % of the respondents either agree or strongly agree that the e-News **gives them information which helps them to do their job**. This figure increases to 92.9 % if the somewhat agree statements are included.

83.2 % of the respondents either agree or strongly agree that the e-News is an **efficient way of receiving news from ECHA**. This figure increases to 96.0 % if the somewhat agree statements are included.

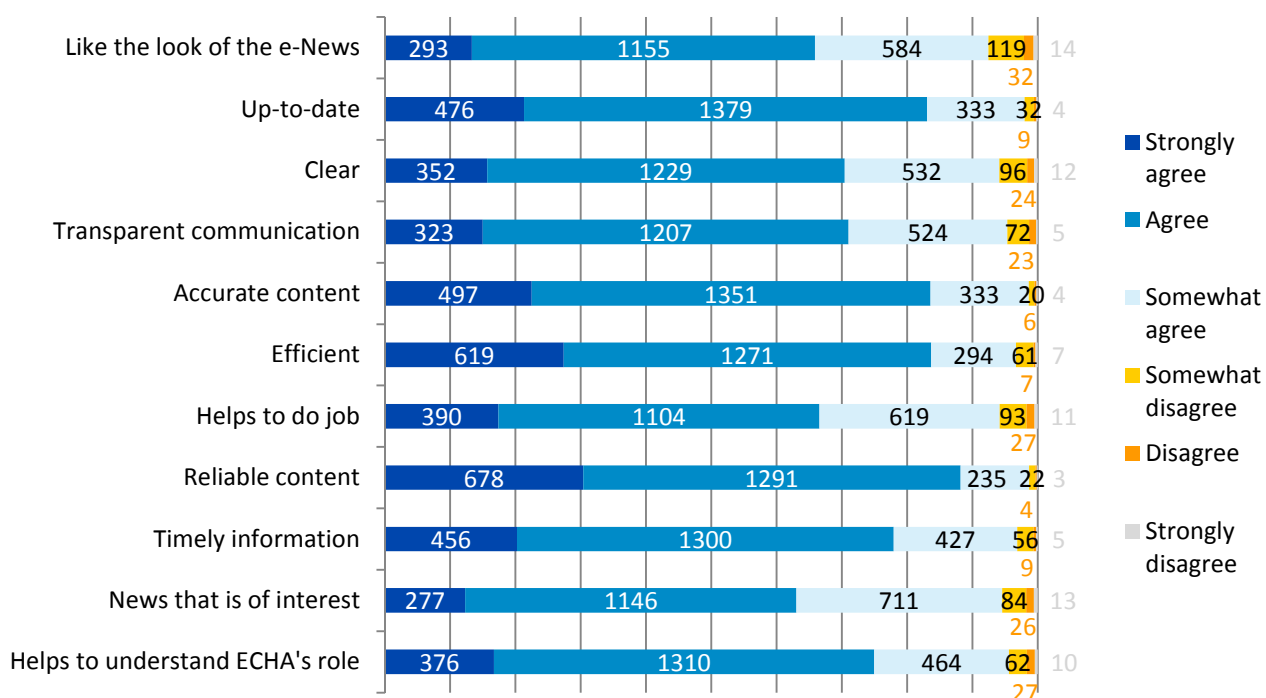
81.4 % of the respondents either agree or strongly agree that the e-News **content is accurate**. This figure increases to 96.0 % if the somewhat agree statements are included.

67.5 % of the respondents either agree or strongly agree that **communication through the e-News is transparent**. This figure increases to 90.3 % if the somewhat agree statements are included.

69.7 % of the respondents either agree or strongly agree that the e-News is **clear**. This figure increases to 92.9 % if the somewhat agree statements are included.

81.7 % of the respondents either agree or strongly agree that the e-News is **up-to-date**. This figure increases to 96.2 % if the somewhat agree statements are included.

63.7 % of the respondents either agree or strongly agree that they **like the look of the e-News**. This figure increases to 89.4 % if the somewhat agree statements are included.



Graph 6: Statements about the ECHA e-News, (N=2 276).

### 2.3.5 Additional feedback and suggestions for the e-News

The final question concerning e-News was an open question, where the recipients of the survey were asked to give additional feedback and suggestions for developing the e-News. 273 respondents gave their input (149 in 2013).

The table below categorises the most common responses, with example quotes from the participants (all quotes are left in their original format):

| Category                            | Type of information | Example quotes  |
|-------------------------------------|---------------------|---|
| <b>Increasing understandability</b> | Translations        | <ul style="list-style-type: none"> <li>I would like to get these information in German.</li> <li>Sometimes I miss the translation of the news in multilaterale languages...</li> <li>If it possible to have a cover in Italian languages.</li> <li>e-News only published in English. That's not correct in the EU. Designed thinking on ECHA needs, not on user's needs.</li> <li>It would be nice to improve the translation system.</li> </ul> <p>Articles are complex to understand when one</p> |

|                           |                          |   |
|---------------------------|--------------------------|---|
|                           |                          | is not completely bilingual.  |
|                           | Clarity of language used | <ul style="list-style-type: none"> <li>• For business (and SME), the e-news should be clarified because too difficult and theoretical...</li> <li>• I want you to write in simple English. Since I am not very good at English.</li> <li>• Use plain english, so everybody can understand it.</li> <li>• A lot of acronyms are used. Quite often I'm not familiar with them.</li> <li>• I would like to see the major headline in the subject line if possible so recipient will right away click it to read the news...</li> <li>• Using the CAR concept (C=Context, A=Actions, R=Results) in each news. What is also complicated for the industry is to know how much advanced is an analysis/topic/issue: just at the level of a first analysis, or more at the operational phase.</li> <li>• I felt that the most recent additions to the Authorization List were not clearly communicated that they were being added. I also feel that the announcements in general are a bit confusing, trying to differentiate between what is simply being proposed and what is actually being added to the CL or AL list.</li> </ul> |
| <b>Speed and delivery</b> | Timing of service        | <ul style="list-style-type: none"> <li>• Just get information quicker</li> <li>• Having a weekly e-news is frustrating in times of daily and hourly news content as it means things are often old. Even when EE&amp;PL (for which I freelance) was weekly, your e-news came out the day we published meaning for the</li> </ul>   |

|  |                     |   |
|--|---------------------|---|
|  |                     | <p>following issue it was at least a week old. By comparison EFSA does a weekly highlights and a daily email alert - I just glance at the weekly Highlights to make sure I haven't missed anything but the daily email alert is compulsory viewing!</p> <ul style="list-style-type: none"> <li>• I hope that you can push more information timely.</li> <li>• Possilby when substances are added to lists the news can be sent out right away. I recieve the information earlier about new proposals for the candidate list than from ECHA.</li> <li>• Other communications manage to issue the same information one or two days before this arrives - remains handy for verifying 3rd party information</li> </ul> |
|  | Issues with mailing | <ul style="list-style-type: none"> <li>• I would prefer to receive the news by post</li> <li>• Sometimes some of the links to the website are less direct or clear than I might like.</li> <li>• While the content of e-News is good, all the links are through a third party provider and are blocked by my company's internet security - please make your links go directly to the ECHA website address</li> </ul>  |
|  | Layout              | <ul style="list-style-type: none"> <li>• The non-HTML version is difficult to read (the structure of the mail should be improved)</li> <li>• Separate Content between regulatory fields (separated NL for reach Blockers etc.)</li> <li>• i find the email itself does not re size itself to fit my inbox such that i have to scroll along as well as down if that makes sense</li> <li>• layout problems when opening emails with</li> </ul>   |

|  |                    |   |
|--|--------------------|---|
|  |                    | <p>Lotus Notes.</p> <ul style="list-style-type: none"> <li>• It might help to arrange e-News by activities in each Regulation, or by Committee (then by Regulation since the RAC covers multiple Regulations CLP-REACH). That way, it's a very quick glance to see what is happening of interest.</li> <li>• The layout is good but the end portion that list submission and dossiers etc, gets a little cluttered. This could be formatted a little better to read clearer.</li> <li>• Please make it more clear what part of the newsletter is specific for REACH, PIC or BPR. Now you sometimes have to guess what the news is about. This is especially true for the headings 'consultation' and 'events' in the e-news.</li> </ul> |
| <p><b>Information on chemicals</b></p> | <p>CAS Numbers</p> | <ul style="list-style-type: none"> <li>• A little more details in the news would be appreciated, example with concerned chemical names and CAS numbers. It has improved during the last months though. It is better when one can decide from the e-news directly if the content is applicable for your company, and don't need to click the links all the time.</li> <li>• Would be useful to include CAS numbers (where applicable) of any substances in news alerts. Just listing chemical names does not always make it obvious what substances are affected as so many tradenames are used in the industry. It is also easier to search relevant databases by CAS number.</li> <li>• It will be very helpful</li> </ul>             |

|  |               |  |
|--|---------------|--|
|  |               | to have the CAS n° of each product mentioned in the e-News.  |
|  | Consultations | <ul style="list-style-type: none"><li>• Ongoing Consultations section should be broken down into 'first time' publication and 'reminders'. Some of the tables these links lead to do not have a sortable published column. They should all have a first published column. Chemical names in article summaries are sometimes confusing. Sometimes it is a complete list, sometimes a partial list. The chemical names in the articles often do not include an EC number or a CAS number. It is difficult to cross-reference without at least an EC number or a CAS number.</li><li>• The listings of Ongoing Consultations is frustrating. Everyone has to be investigated to see if there is anything new and there are often duplications between the info available on the links.</li><li>• The part "ongoing consultation" is of high interest. But the links are not showing the results needed. Example: The news says "2 Restriction proposals" with deadline Sept 19. When clicking on the link I get the webpage of the restriction proposals, but do not see the new entries but see any different ones. Here the link should show only the new substances of interest, which were referred to in the ECHA news.</li><li>• On-going consultations can confuse and waste time looking at entries</li></ul> |

|                       |                    |  |
|-----------------------|--------------------|--|
|                       |                    | <p>previously identified and reviewed. Perhaps new entries could be highlighted in some way.</p> <ul style="list-style-type: none"> <li>• Overall very good from each criteria. If possible please update below point/s :- Under 'Ongoing consultations' if there will be any new consultations then please give link of 'Press Release' for that since number of time 'Press Release' not get associate with 'Ongoing consultations' which create confusion.</li> <li>• The ongoing consultations sections needs improvement. The reader should be able to see the name of the substances under consultation and the deadline for comments on the page of the enews, as it is now is boring.</li> </ul> |
|                       | Names of chemicals | <ul style="list-style-type: none"> <li>• It would be helpful if when it is announced that a small number of chemicals have been classified or dealt with in some other way, that the names of the chemicals were mentioned (sometimes it happens and sometimes not).</li> </ul>  |
| <b>Social media</b>   | LinkedIn           | <ul style="list-style-type: none"> <li>• Linked-in items could be easier to follow, ie it should be much easier to find the newest additions in what can be a rather long list of chemicals, some of which have appeared on lists for many weeks, or months.</li> </ul>  |
|                       | Twitter            | <ul style="list-style-type: none"> <li>• Overall remark is good!! But some what laps when compare with twitter</li> </ul>  |
| <b>Topical issues</b> | Candidate List     | <ul style="list-style-type: none"> <li>• constantly remind what is the valid version of the candidate list !</li> <li>• I want to get information about SVHC or REACH Annex XVII abundantly more.</li> </ul>   |



|                        |                                    |   |
|------------------------|------------------------------------|---|
| Additional suggestions | REACH timeline                     | <ul style="list-style-type: none"> <li>I suggest to keep a schematic time line of the REACH duties in each e-News. Maybe also to keep a link to each content previously discussed and related to the single news exposed in the e-news.</li> </ul>  |
|                        | News helpdesk                      | <ul style="list-style-type: none"> <li>The system of ECHA Helpdesk being quite heavy I suggest to be able to post a short 'mediatic' not 'technical' question to your news management in case something is not clear or absent sometimes.</li> </ul>  |
|                        | Glossary/Descriptions/Tooltip      | <ul style="list-style-type: none"> <li>it would be useful when a subject is given there is a button or a mouse pointer to activate a text block which summarizes the subject and give some background information.</li> </ul>   |
|                        | Segmentation/Personal subscription | <ul style="list-style-type: none"> <li>I'm interested in REACH, the e-News gives lots of news and some times makes it confusing, I would like to be able to choose if I want to receive news related to chemicals, biocides, pesticides, cosmetics so I only get the ones that are relevant.</li> <li>It would be nice to customize the newsletter according to interest: i.e. REACH only, CLP only, etc.</li> <li>I think that a personal subscription to e-News is necessary. No comments for the contents and the format of e-News, since i feel completely satisfied and the contents are always up to date, very informative and accurate.</li> <li>It should have been some screening-filters applied so that it would have been possible to avoid receiving too</li> </ul> |

|  |                             |  |
|--|-----------------------------|--|
|  |                             | <p>much information without interest for our specific substance.<br/>Too much info is quite often the same as no info, because you can't afford to spend time on reading too much info without interest just to obtain a small quantity of interesting info.</p>   |
|  | Include update to Q&As/FAQs | <ul style="list-style-type: none"> <li>ECHA's e-News cover most latest information in ECHA website. But I would like to know the up date of FAQ/Q&amp;A which e-News does not pick up completely.</li> <li>I would suggest to include in each e-News a paragraph indicating what changes have been made to the ECHA website, even minor changes. For example, a new Question/Answer in a FAQ webpage; or an updated webpage on online consultations. These are not properly "news", rather update, but it still be helpful to include them in a Newsletter.</li> </ul> |
|  | Archiving                   | <ul style="list-style-type: none"> <li>It would be great to have possibilities to save such short News as pdf file for Archiving purposes.</li> </ul>  |
|  | Information for beginners   | <ul style="list-style-type: none"> <li>I have been following ECHA e-News from the earliest time but it would be nice to have a link on the letter for those whose it's only the beginning (link to the principles of REACH and the obligations, link to the coordonates of the local help desk)</li> </ul>   |
|  | Registry of Intentions      | <ul style="list-style-type: none"> <li>registry of intentions: discrepancy between stated notification date and actual publication in registry</li> </ul>  |
|  | Alerts                      | <ul style="list-style-type: none"> <li>It will be nice to insert in the front page a sort of "alert button" for any deadlines.</li> </ul>  |
|  | Announce ATPs               | <ul style="list-style-type: none"> <li>It would be very useful to my business if ECHA</li> </ul>   |

|  |                                       |   |
|--|---------------------------------------|---|
|  |                                       | could also let readers know when a draft ATP (CLP Regulation in my case) is published ATP is released.  |
|  | Indicate closure during bank holidays | <ul style="list-style-type: none"><li>• I think it is very useful that ECHA provide an indication of when they will be closed due to bank holidays etc., as this allows me to take into account down-times in my planning</li></ul> |

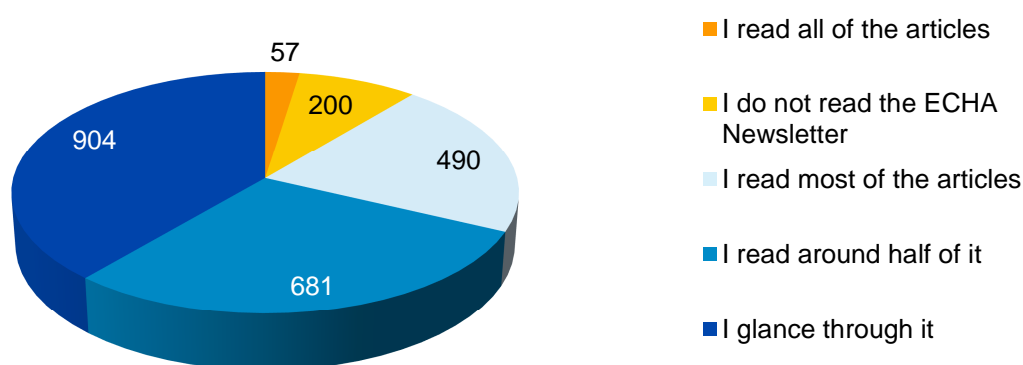
## 2.4 ECHA Newsletter

The questions about the ECHA Newsletter focused on how much of it is read; satisfaction with the online version, the special edition on 'substitution and innovation', and future ideas for special editions.

### 2.4.1 How much of the ECHA Newsletter is read?

38.8 % of the respondents glance through the newsletter (36.3 % in 2013). 29.2 % of the respondents (28.6 % in 2013) read around half of the newsletter. 21.0 % (18.5 % in 2013) read most of the articles. 8.5 % do not read the newsletter (14.0 % in 2013) and 2.4 % read all of the articles (2.5 %).

#### How much of the ECHA Newsletter do you normally read?

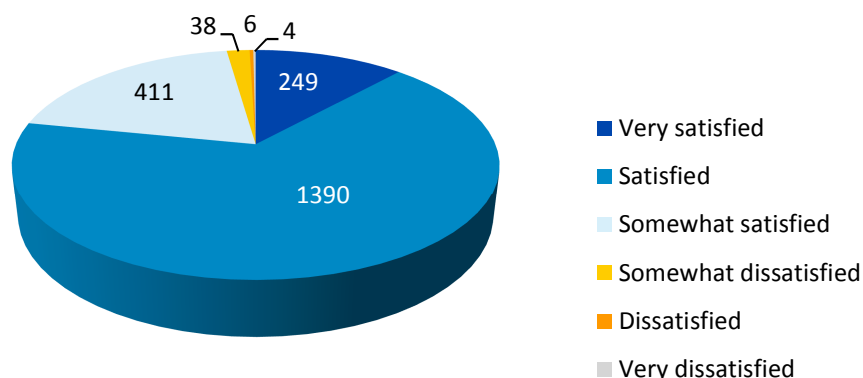


Graph 7: How much of the Newsletter do you normally read? (N=2 332).

### 2.4.2 Satisfaction with the online format

78.1 % of the respondents said that they were satisfied or very satisfied with the online format of the newsletter (77.5 % in 2013). This increases to 97.7 % if the somewhat satisfied are taken into account (97.2 % in 2013).

### Satisfaction with the online format



Graph 8: How satisfied are you with the online format of the Newsletter? (N=2 132).

Respondents were also asked how they would go about improving the online format. Some of the comments included:

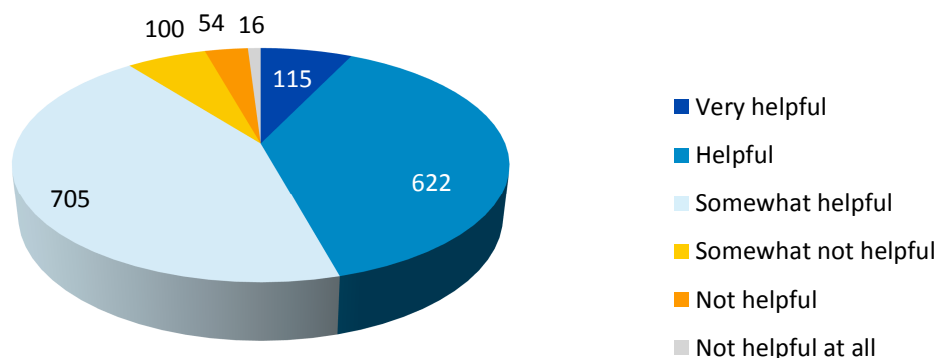
- Using more images and infographics;
- Shortening the length of the articles;
- Improving the search functionality;
- Suggestions for grouping content:
  - By legislation;
  - By role (i.e. producer, importer, distributor);
  - By market;
- Direct mailing of PDF version to inboxes;
- Making it stand out through visuals and improved headlines;
- Translated versions;
- Simplifying the language;
- Give more details of what is coming up in the issue during the editorial;
- Offer a print version;
- Reduce abbreviations and acronyms;
- Increase font size;
- Make it available as an app;
- Concentrate on giving practical examples;
- Glossary for difficult terms;
- Ensure the format works online/mobile devices;
- Advertise it more;
- Editorial is too long;
- Key words for each article.

#### 2.4.3 Special edition on 'substitution and innovation'

The next question in the survey focused on the special edition of the newsletter published in April 2014. This edition focused on substitution and innovation and offered practical examples and case studies where substitution had proven to be beneficial for companies.

Respondents were asked how helpful they found this special edition. 45.7 % said that they found it helpful or very helpful. This figure increases to 89.5 % when those that stated that the edition was somewhat helpful are included.

### How helpful was April's special edition on substitution and innovation?



Graph 9: How helpful was April's special edition on substitution and innovation? (N=2 132)

Respondents were then asked what topics they would like to see covered in similar special editions that may be published in the future. 239 respondents provided answers, however many of these answers did not provide details for future topics (i.e. comments such as "not particularly", "I only subscribed a month or so ago, so I have not seen one of these newsletters yet etc.") The relevant comments include (in the order of number of times mentioned):

- Authorisation x19
- Biocides activities x13;
- Nanomaterials and nanosafety x9;
- Exposure scenarios x8;
- SMEs and REACH x8;
- REACH 2018 x7;
- Substitution cases x7;
- Enforcement and compliance issues x7;
- Quality of (extended) safety data sheets x7;
- Downstream users x6;
- Classification of mixtures x 6;
- SVHC Roadmap progress x5;
- CLP/GHS x5;
- Treated articles of the BPR x3;
- Substances in articles x3;
- Application of strictly controlled conditions for intermediates x3;
- Worker exposure/occupational health and safety x3;
- Restriction x3;
- Endocrine disruptors x3;
- SIEF communication rules and reactions x3;
- CLH x2;
- Exemptions from REACH x2;
- End users x2;
- PIC x2;
- Food industry x2;

- Industry specific impact x2;
- Impact on retail sector and consumer goods x2;
- Hazardous waste and wastewater handling x2;
- Risk assessment x2;
- Inquiry x2;
- Registration x2;
- Cosmetics and REACH x2;
- Minimalising animal testing x2;
- Dossier evaluation transparency of process x2;
- Consumer safety;
- Evaluation results;
- Dissemination;
- Biocides classified as SVHCs;
- Violation of law and the consequences;
- ECETOC and QSAR;
- Chemical safety assessment;
- UVCBs;
- Green stories;
- REACH and plastics recycling;
- CoRAP;
- Chesar;
- Organometallic compounds;
- Cases where there are no alternatives (i.e. chromium);
- Formulators;
- Obtaining SVHC data from suppliers;
- Registration of non-phase substances;
- PPORD;
- REACH outside of the EU;
- Polymers;
- Industry examples;
- Preservation;
- Education;
- Pesticides;
- Work of Committees;
- Common uses of substances that become regulated;
- NGO perspectives;
- Global chemicals regulations;
- IUCLID;
- Promoting competition;
- How ECHA works internally;
- Impact assessments.

#### 2.4.4 Statements about the ECHA Newsletter

In question 13, the subscribers were asked their opinion on 9 statements about the ECHA Newsletter. The scale used was: Strongly agree (5) – Agree (4) – Somewhat agree (3) – Somewhat disagree (2) – Disagree (1) – Strongly disagree (0). A not applicable option was also available.

The questions covered the following statements:

- The Newsletter helps me to better understand what ECHA is doing
- The Newsletter covers topics I am interested in
- The Newsletter gives me information which helps me to do my job
- Articles in the Newsletter are easy to understand

- Articles in the Newsletter are well written
- Communication through the Newsletter is transparent
- Information in the articles is technical enough for my needs
- I like the look of the ECHA Newsletter

71.4 % of the respondents either agree or strongly agree that the Newsletter helps them to **better understand what ECHA is doing**. This figure increases to 96.2 % if the somewhat agree statements are included.

58.8 % of the respondents either agree or strongly agree that the Newsletter **covers topics that they are interested in**. This figure increases to 94.2 % if the somewhat agree statements are included.

58.3% of the respondents either agree or strongly agree that the Newsletter **gives them information which helps them to do their job**. This figure increases to 92.4 % if the somewhat agree statements are included.

65.0 % of the respondents either agree or strongly agree that the articles in the Newsletter are **easy to understand**. This figure increases to 94.1 % if the somewhat agree statements are included.

71.0 % of the respondents either agree or strongly agree that the articles in the Newsletter are **well written**. This figure increases to 96.7 % if the somewhat agree statements are included.

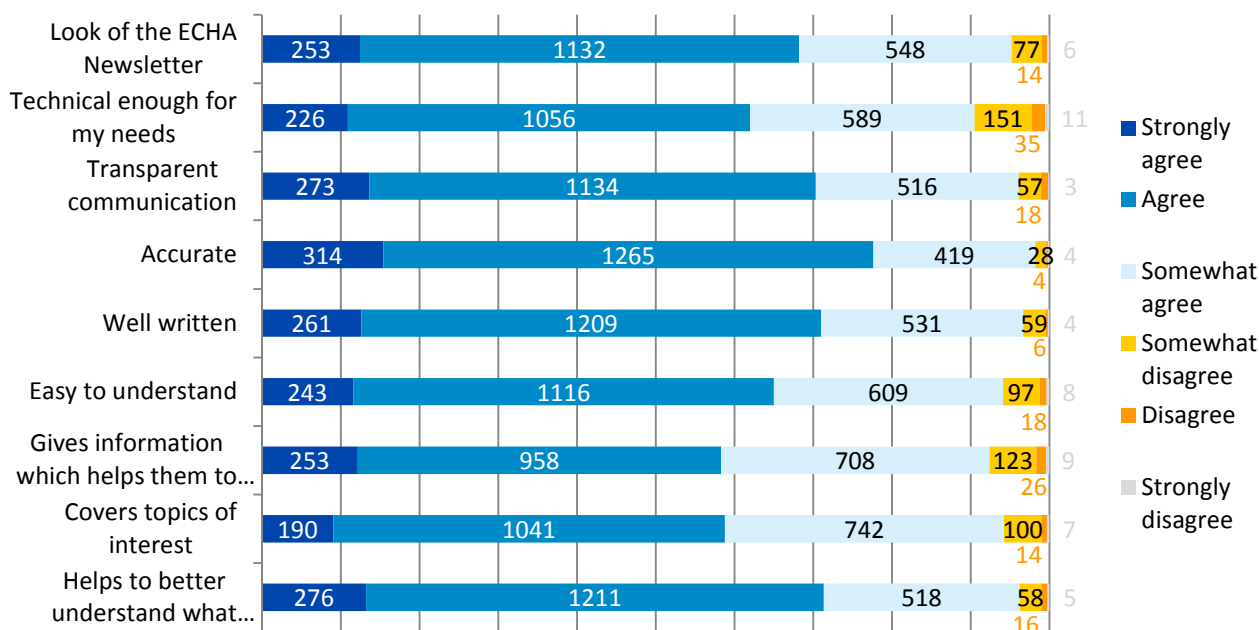
77.6 % of the respondents either agree or strongly agree that the Newsletter **content is accurate**. This figure increases to 98.2 % if the somewhat agree statements are included.

70.3 % of the respondents either agree or strongly agree that **communication through the Newsletter is transparent**. This figure increases to 96.1 % if the somewhat agree statements are included.

62.0 % of the respondents either agree or strongly agree that the **information in the articles is technical enough for their needs**. This figure increases to 90.5 % if the somewhat agree statements are included.

68.2 % of the respondents either agree or strongly agree that they **like the look of the Newsletter**. This figure increases to 95.2 % if the somewhat agree statements are included.





Graph 10: Statements about the ECHA Newsletter, (N=2 132).

### 2.4.5 Other subjects to be covered in the newsletter

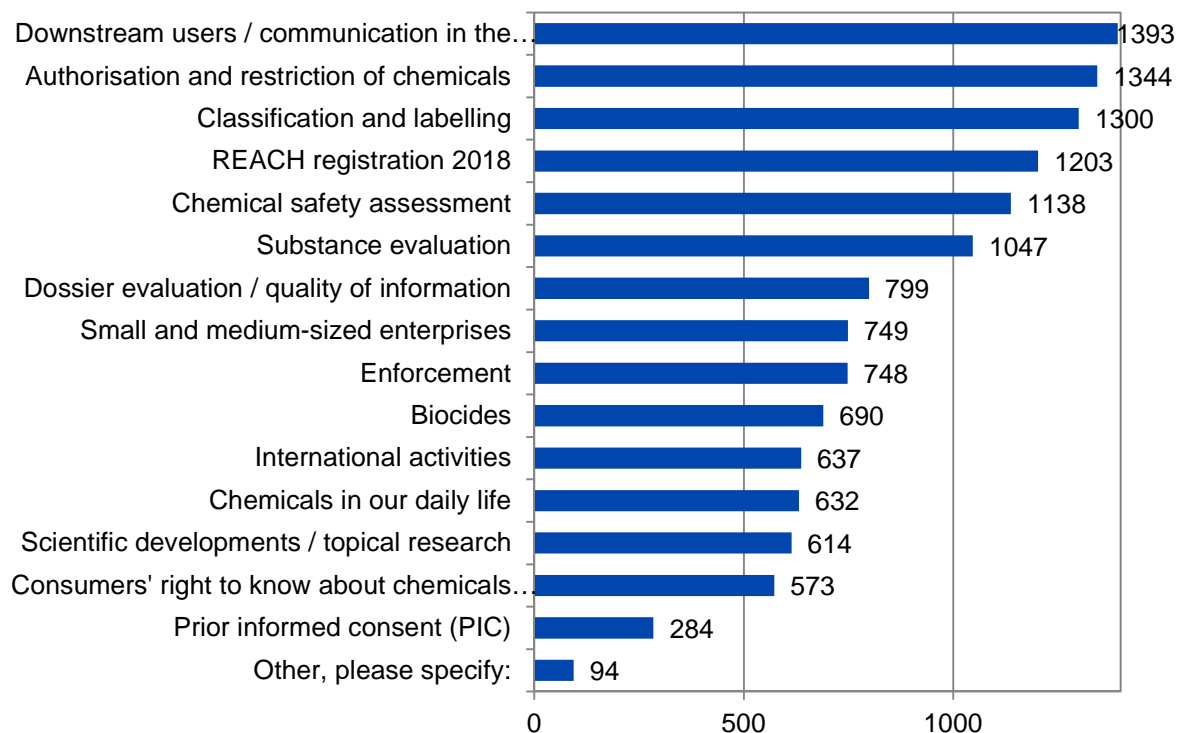
The next question looked at general areas that the respondents wanted to see in future newsletters. The respondents could select as many options as they wanted. 66.1 % want stories on downstream users and communication in the supply chain; 63.7 % wanted stories on authorisation and restriction of chemicals. 61.7% asked for stories on classification and labelling; and 57.1 % wanted articles on REACH 2018.

A full breakdown is provided in the graph below. Under the other option, respondents gave the following areas:

- Alternatives to animal testing x7;
- Nanomaterials x9;
- Exposure scenarios x5;
- Evaluation of extended safety data sheets x4;
- Intermediates x3;
- Articles x3;
- BoA information x2;
- Guidance x2;
- CLH updates x2;
- CLP x2;
- Workplace exposure x2;
- IUCLID x2;
- SVHCs x2;
- Cosmetics;
- Education;
- Only representatives;
- Test methods;
- Pesticides;

- Recycled waste;
- UVCBs;
- Sustainability;
- Occupational exposure limits;
- Substitution;
- Strictly controlled conditions;
- Who can/who cannot register;
- Substitution and obsolescence;
- What China and USA are doing;
- Health and safety;
- Environmental enforcement;
- PTFE;
- Importing products to the EU;
- Hazard and risk;
- IT tool development;
- Letters to the editor;
- Electronic products regulation;
- Food
- Paint
- POPs regulation;
- Registration;

**Which subjects would you like to see covered in the newsletter? You may select as many options as you wish.**



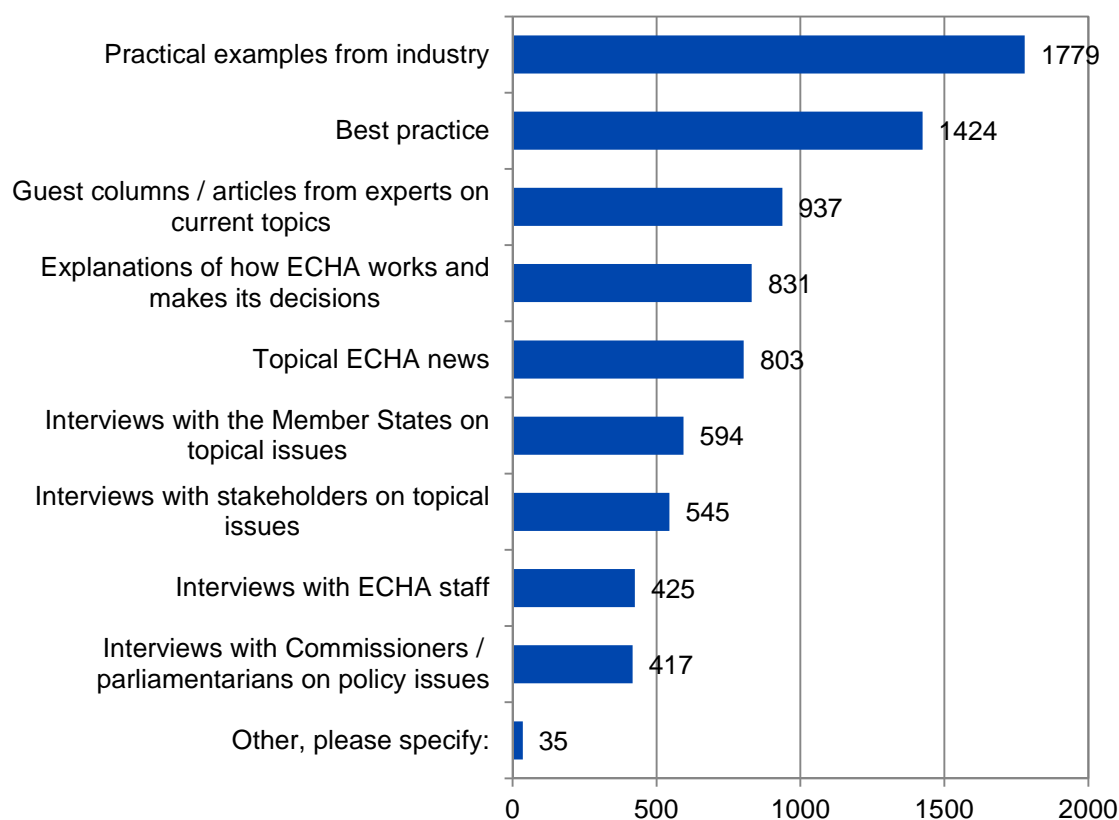
Graph 11: Which subjects would you like to see covered in the newsletter? (N=2 107).

### 2.4.6 Types of stories you would like to see

The next question focused on the types of stories that the readership want to see in the newsletter. Once again, the respondents could choose as many options as they wished.

85.2 % want to see practical examples from industry. 68.2% want to see examples of best practice. 44.9% selected that they wanted to see guest columns or articles from experts on current topics. 39.8 % want to know how ECHA works and how decisions are made and 38.5 % said that they want more stories covering topical ECHA news. Interviews with ECHA staff (20.3 %) and interviews with Commissioners and parliamentarians on policy issues (20.0 %) were less desirable.

#### Which types of stories would you like to see in the Newsletter? You may select as many options as you wish.



Graph 12: Which types of stories would you like to see in the newsletter? (N=2 088).

Those that selected the other option specified the following as types of stories they would like to see:

- How Candidate List substances are selected;
- Thorny legal issues such as cost-sharing;
- More industry specific news;
- Only representative matters;
- ECHA's view, industry's view, legal view;
- Non-EU contractual requirements under REACH;
- Status of changes that are coming;

- Chemicals in our daily life;
- Official positions of Member States;
- US EPA and Chinese regulatory agency;
- Inspection activity results;
- CLP classification software;
- New ECHA publications since previous edition;
- News for SMEs;
- Environmental protection;
- Experiences of registrants;
- Views from countries like Iran/Persian Gulf area;
- Real life case studies from retail;
- A place for readers to express their opinions;
- Case history;
- Less from so-called experts.

### 2.4.7 Additional feedback and suggestions for the Newsletter

The final question concerning the Newsletter was an open question, where the recipients of the survey were asked to give additional feedback and suggestions for developing the ECHA Newsletter. 105 respondents gave their input (46 in 2013).

The table below categorises the most common responses, with example quotes from the participants (all quotes are left in their original format):

| Category                            | Type of information      | Example quotes   |
|-------------------------------------|--------------------------|--|
| <b>Speed and delivery</b>           | Receiving the Newsletter | <ul style="list-style-type: none"> <li>• I would prefer to receive the newsletter by post.</li> <li>• Instead of receiving a Newsletter I would even more like to get an RSS-Feed. But so far, I have not found this possibility on your web-site.</li> </ul>  |
|                                     | Layout                   | <ul style="list-style-type: none"> <li>• Keep the PDF format</li> <li>• Keep it much more concise. People do not have time to read long stories but want to see the facts.</li> <li>• Too lengthy.</li> </ul>  |
|                                     | Timing                   | <ul style="list-style-type: none"> <li>• Make sure it is timely – timing is everything. Get information out speedily.</li> </ul>   |
| <b>Increasing understandability</b> | Translations             | <ul style="list-style-type: none"> <li>• As wrote in past survey, should be nice if the ECHA e-news and e-magazine could be in every UE languages, due to better understand the technics arguments and specially for SMEs.</li> <li>• A German translation is important to us.</li> <li>• It could be in the rest</li> </ul> |

|                               |                                   |   |
|-------------------------------|-----------------------------------|---|
|                               |                                   | <ul style="list-style-type: none"> <li>of European languages.</li> <li>It would be nice to improve the translation system. Articles are complex to understand when one is not completely bilingual.</li> <li>I desire that those are provided ECHA newsletter in the national languages. The acceptance would be improved around a multiple. Likewise the web pages. Not all people, who need these important information, speak perfectly the English language.</li> </ul> |
|                               | Understandability                 | <ul style="list-style-type: none"> <li>What you write should be a practical as possible for SMEs, and synthetic, easy to read and (eventually) to implement.</li> <li>More real information, not just bla-bla with nice pictures.</li> <li>Select monthly a topic to explain in a easy understanding way and give links for more detail information.</li> </ul>   |
|                               | Balance                           | <ul style="list-style-type: none"> <li>Articles need to be more balanced: Pros and cons.</li> </ul>   |
| <b>Social media</b>           | LinkedIn                          | <ul style="list-style-type: none"> <li>I have not tried or check if ECHA newsletter is posted in LinkedIn... I would love to see it there...</li> </ul>   |
| <b>Additional suggestions</b> | Decisions article                 | <ul style="list-style-type: none"> <li>The newsletter may include a comprehensive article on where what decisions are made.</li> <li>All decisions appear as long, despite it is sure that a huge work is done. It would be useful to explain how the priorities are decided.</li> </ul>  |
|                               | CLP                               | <ul style="list-style-type: none"> <li>More focus on CLP processes. Notification is a on-going process while classification is a complex process, this is not being communicated.</li> </ul>  |
|                               | Guidances and updated regulations | <ul style="list-style-type: none"> <li>It would be helpful if new (ECHA) guidances</li> </ul>   |

|  |              |   |
|--|--------------|---|
|  |              | <p>and updated regulations could be published or announced in the newsletter.</p> <ul style="list-style-type: none"> <li>• It is very important to have a complete information about legislation news.</li> </ul>   |
|  | Committees   | <ul style="list-style-type: none"> <li>• I would like more information about the relationship between ECHA and its committees (RAC, SEAC, Forum).</li> <li>• A note on the latest RAC and MS meetings would be useful.</li> <li>• Committee agendas and chair's interviews.</li> </ul>  |
|  | Audience     | <ul style="list-style-type: none"> <li>• Address the entire audience NOT just the EU – the biggest challenges for REACH will be bringing no-eu suppliers into compliance with providing the EU importers with the info they need.</li> <li>• Would like to know how all of this applies to the company I work for with our exports from the US to Europe to get a better understanding of what I need to do in order to be compliant with the regulations!</li> </ul>                 |
|  | Segmentation | <ul style="list-style-type: none"> <li>• Could you make it more targeted to different audiences through a segmentation of the readers? I realise this may be difficult if the intention is too broad, but through a simple questionnaire you can make the information tailor-made.</li> <li>• May need to consider a general level newsletter and a more occasional very technical level newsletter (eg re details of test methods and their limitations, work re CSA/Rs).</li> </ul> |
|  | Editorial    | <ul style="list-style-type: none"> <li>• I don't want to hear</li> </ul>  |

|  |                    |   |
|--|--------------------|---|
|  |                    | <p>about the social events going on or about the weather in Finland.</p>  |
|  | Practical examples | <ul style="list-style-type: none"> <li>• The newsletter should give more practical examples and direct guidance, to solve the small problems of which the agency is aware of.</li> <li>• Particularly interesting would be to have some best practices about registration, but not hypothetical ones, actual registration dossiers that are good!</li> <li>• I would welcome case studies from industry players, Retailers are in my opinion in need of more support in dealing with REACH.</li> </ul>  |
|  | Guest columns      | <ul style="list-style-type: none"> <li>• It would be great if guest columns/articles were written by currently practicing experts in industry. While it's okay to hear ECHA personnel saying that things are going great, it is more useful to have someone who is having to deal with the fallout of these regulations talk about how they are managing this. I am not interested in hearing NGOs advocacy for more, stricter regulations, and how we in industry are not doing as much as they think we should, or fast enough. Their opinion is that they could do this much better and faster. After reading about two of those articles, I have never read another one.</li> <li>• Interviews from international institutions including those from third world countries.</li> <li>• Guest columns by people being concerned by the requirements of authorisation esp. SMEs. Verify the goals</li> </ul> |

|  |               |   |
|--|---------------|---|
|  |               | of REACH in discussion with parliamentarians.   |
|  | Relationships | <ul style="list-style-type: none"> <li>I'd like to read more articles about the relations with the European Commission and the European Parliament as well as other international chemical agencies.</li> </ul>   |
|  | Avoid bias    | <ul style="list-style-type: none"> <li>I think interviews with stakeholders would be unnecessarily biased. The Newsletter should provide factual news, and not act as a tabloid newspaper for the industry as a soapbox to vent their opinions. There is enough of that at the typical industry conferences.</li> </ul> |

## 2.5 Background demographics

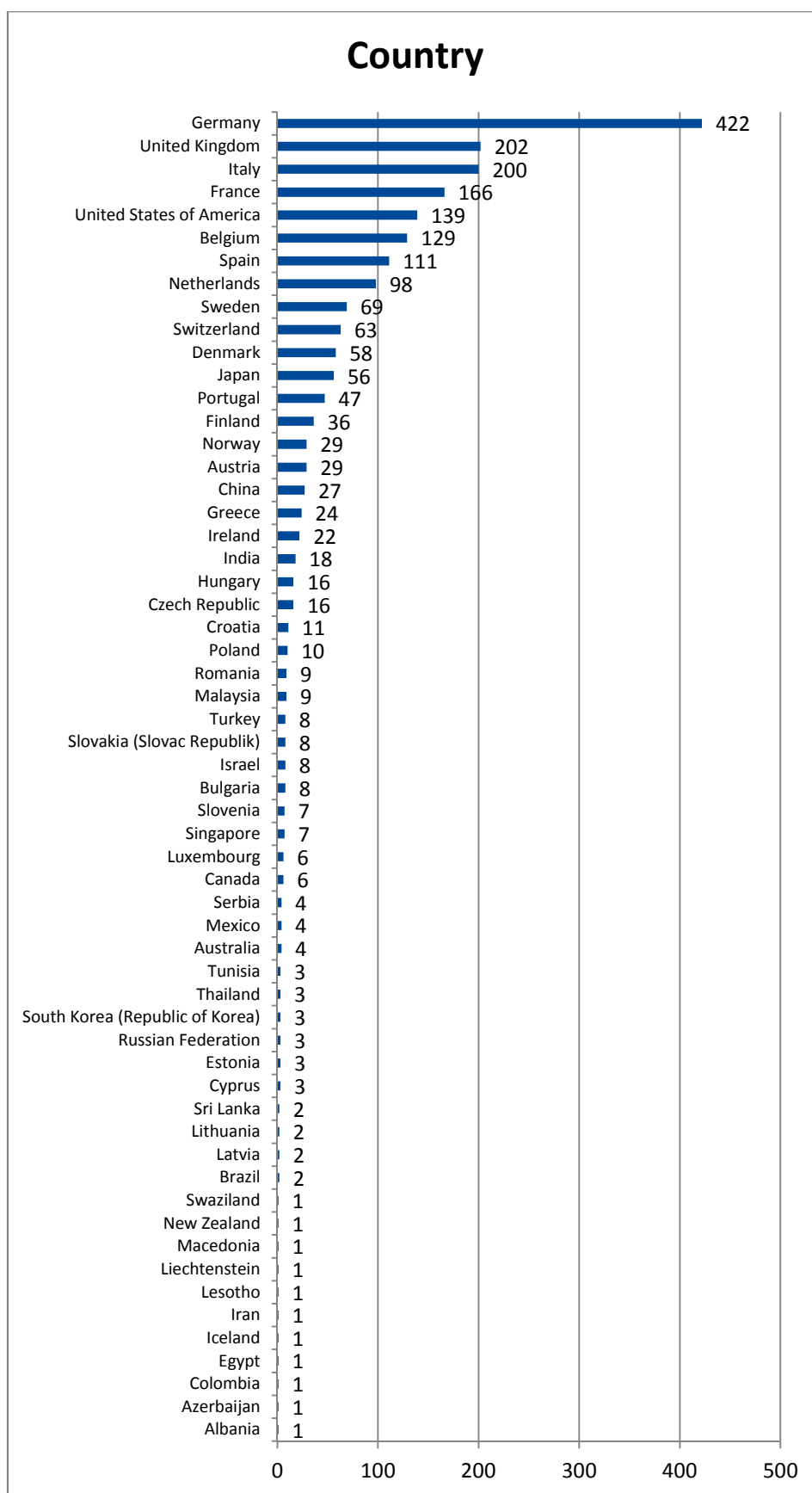
### 2.5.1 Country

19.8 % of respondents to the survey were located in Germany (20.9 % in 2013). 9.5% were from the United Kingdom (8.6 % in 2013) and 9.4 % from Italy (9.9 % in 2013). 7.8 % of the respondents were from France (8.1 % in 2013) and 6.5 % were from the United States of America (6.2 % in 2013).

There was an increase in response from some countries where only one person answered in 2013. For instance, both in Singapore and Slovenia, only one person responded in 2013. However, this year we received responses from seven people in both countries. The responses in Bulgaria (from three to eight), Israel (also from three to eight), Malaysia (from two to nine) and Turkey (from two to eight) also mark an increase in diversity of respondent country.

This diversity is also shown in outreach to new audiences. This year we received responses from countries such as Albania, Azerbaijan, Estonia, Iceland, Iran, Lesotho, New Zealand, Swaziland, and Tunisia for the first time.



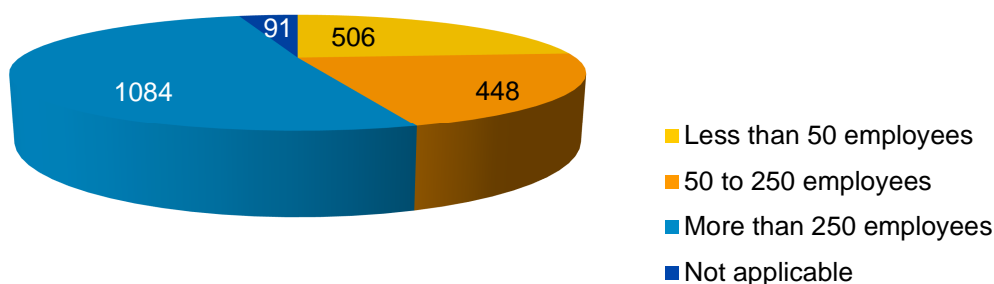


Graph 13: Respondent country (N=2 123).

### 2.5.2 Company/organisation size

Over half of the respondents (50.9 %) indicated that their company/organisation had over 250 employees. 23.8 % said that their company had less than 50 employees and 21.0 % said that their company/organisation had 50 to 250 employees. The remaining 4.3% of respondents said that this question did not apply to them.

#### Please indicate the size of your company/organisation

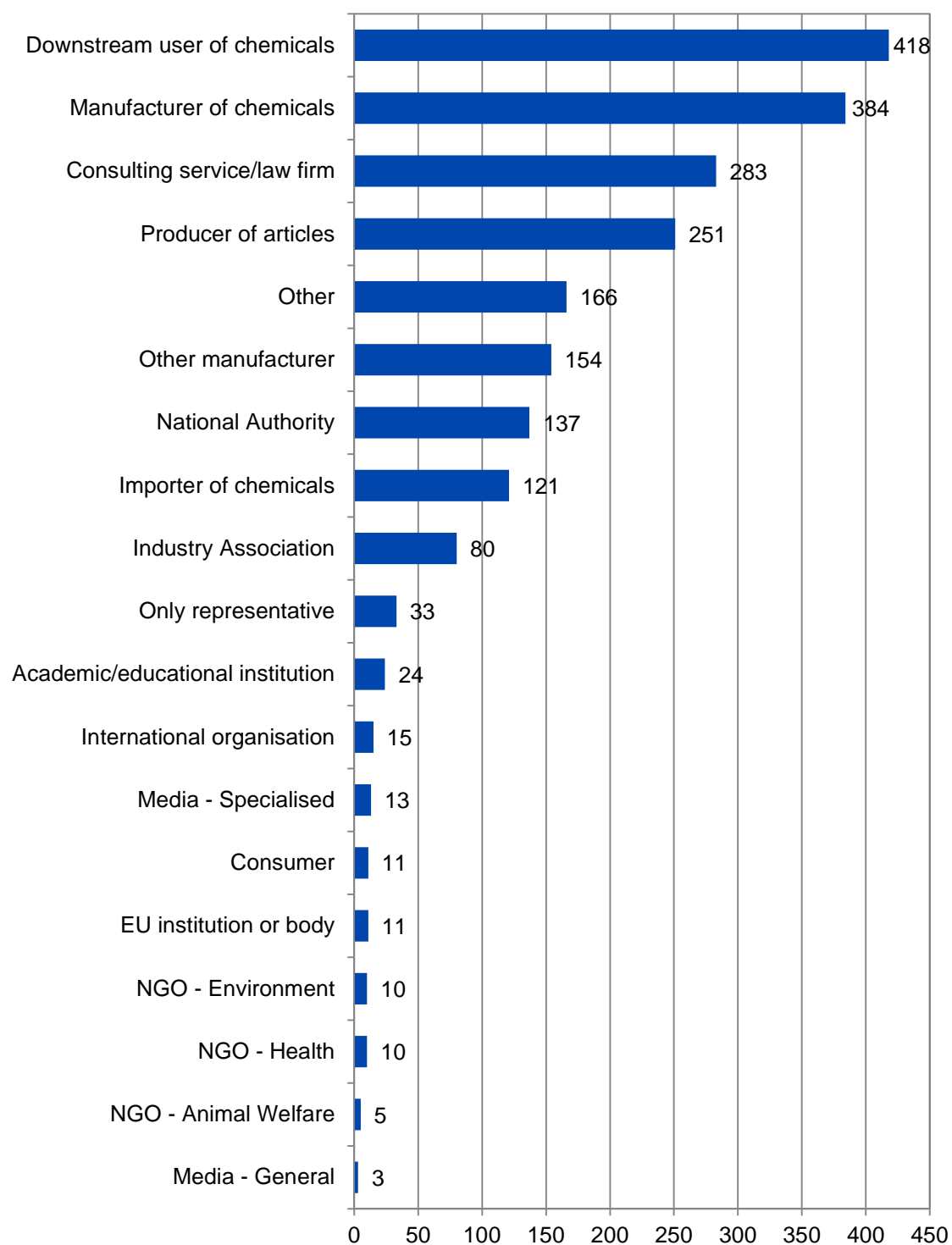


Graph 14: Company/organisation size (N=2 129).

### 2.5.3 Primary field of activity

The respondents were asked what their primary fields of activity were. The majority of respondents (19.6 %) said that they were downstream users of chemicals. 18.0 % said that they were manufacturers of chemicals; with 7.2 % indicating that they were an 'other' manufacturer. 13.3% of respondents said that their primary field of activity was as consulting service or law firm. 11.8 % were producers of articles, 6.4% were national authorities, 5.7 % were importers of chemicals and 3.8 % were industry associations.

A full breakdown of these is in the graph below.

**Please indicate your primary field of activity**

Graph 15: Primary field of activity (N=2 129).