

News readership survey 2019

August 2019



Disclaimer

This publication is solely intended for information purposes and does not necessarily represent the official opinion of the European Chemicals Agency. The European Chemicals Agency is not responsible for the use that may be made of the information contained in this document.

News readership survey 2019

Reference: ECHA-2019-R-14-EN

ISBN: 978-92-9020-699-6

ISSN: 2529-5209

Cat. Number: ED-AW-19-001-EN-N

doi:10.2823/501915

Publ.date: August 2019

Language: EN

© European Chemicals Agency, 2019

Cover page © European Chemicals Agency

If you have questions or comments in relation to this document please send them (quote the reference and issue date) using the information request form. The information request form can be accessed via the Contact ECHA page at:

<http://echa.europa.eu/contact>

European Chemicals Agency

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

Visiting address: Annankatu 18, Helsinki, Finland

Table of Contents

1. INTRODUCTION	4
2. USE OF ECHA'S NEWS CHANNELS	4
3. ECHA WEEKLY	5
4. NEWSLETTER	6
4.1 Future development of the Newsletter	9
5. BACKGROUND DATA	12

1. Introduction

In May-June 2019, ECHA conducted a survey asking its news subscribers their opinion on ECHA's news products, mainly Weekly and Newsletter. The survey was sent via e-mail to 11 661 subscribers. Overall, 1 951 people responded to the survey, which corresponds to a response rate of 17 %.

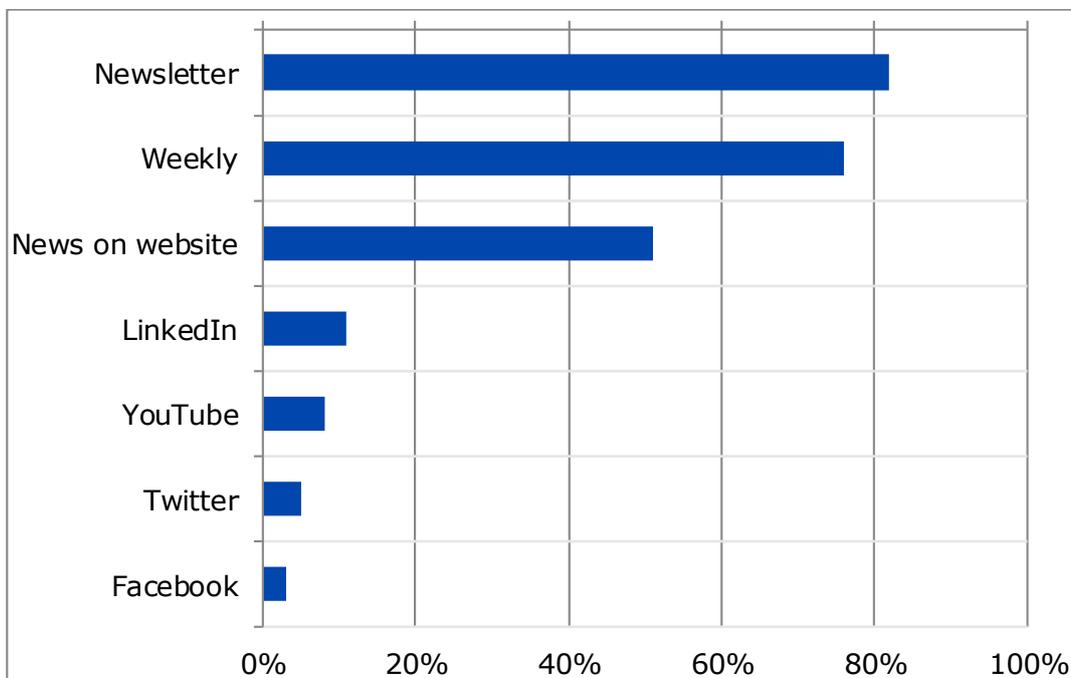
A similar survey has been conducted in 2017¹, 2015, 2014 and 2013.

This summary report covers the main results of the survey. In addition, all open field answers have been analysed to further develop the news products.

2. Use of ECHA's news channels

Newsletter is ECHA's most read news product with 82 % of respondents reading it, followed by Weekly (76 %). Every second reader (51 %) also reads news from ECHA's website. The rates for social media among the news subscribers were lower.

Which ECHA news channels do you use?



(n=1682, multiple selections possible)

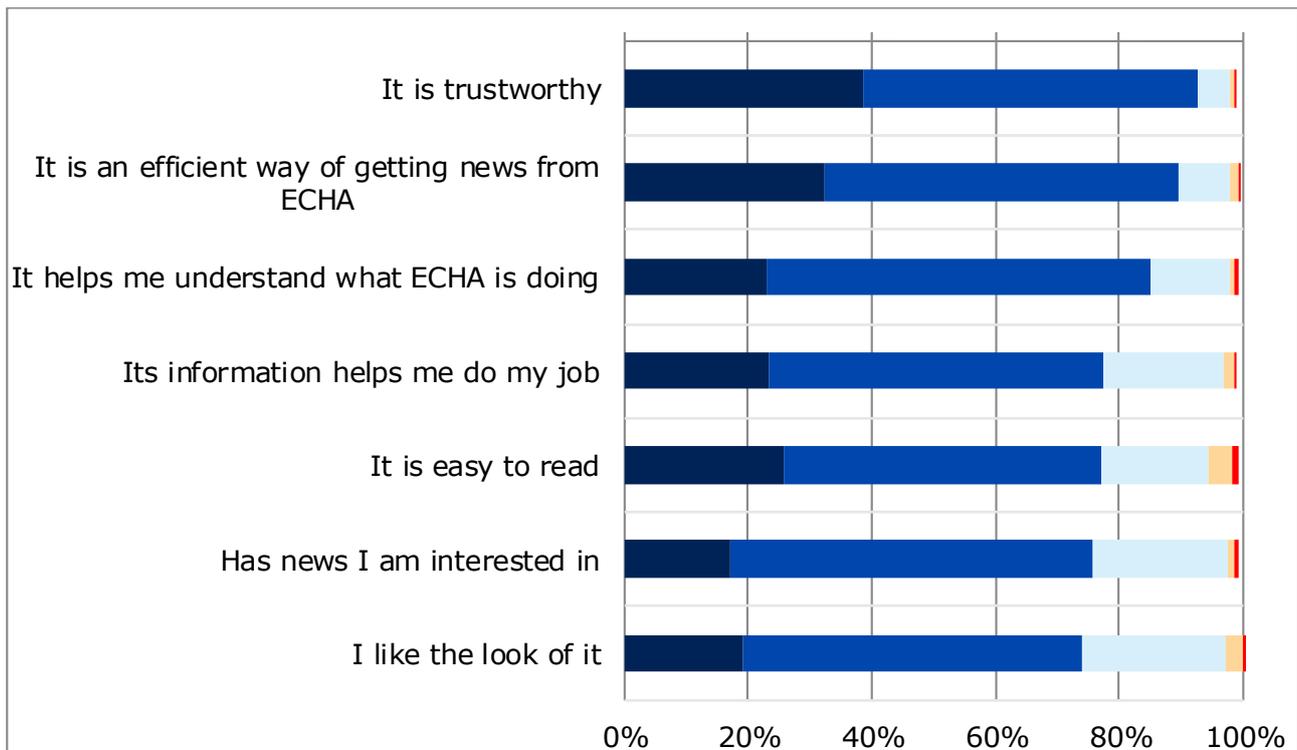
¹ 2017 results:

https://www.echa.europa.eu/documents/10162/23236311/news_readership_results_summary_2017.pdf/da69f737-4ed5-a236-b8b0-4ec32ea35f1c

3. ECHA Weekly

Overall, the readers have a positive perception of Weekly. More than 80 % of the readers strongly agree or agree with the statements that it is trustworthy, efficient and helps them to understand ECHA's business. They also agree that it helps them to do their job, is easy to read and covers news they are interested in. Around 70 % of readers strongly agree or agree that they like the product's look.

To what extent do you agree with the following statements about the ECHA Weekly?



■ Strongly agree ■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree

(n=1551)

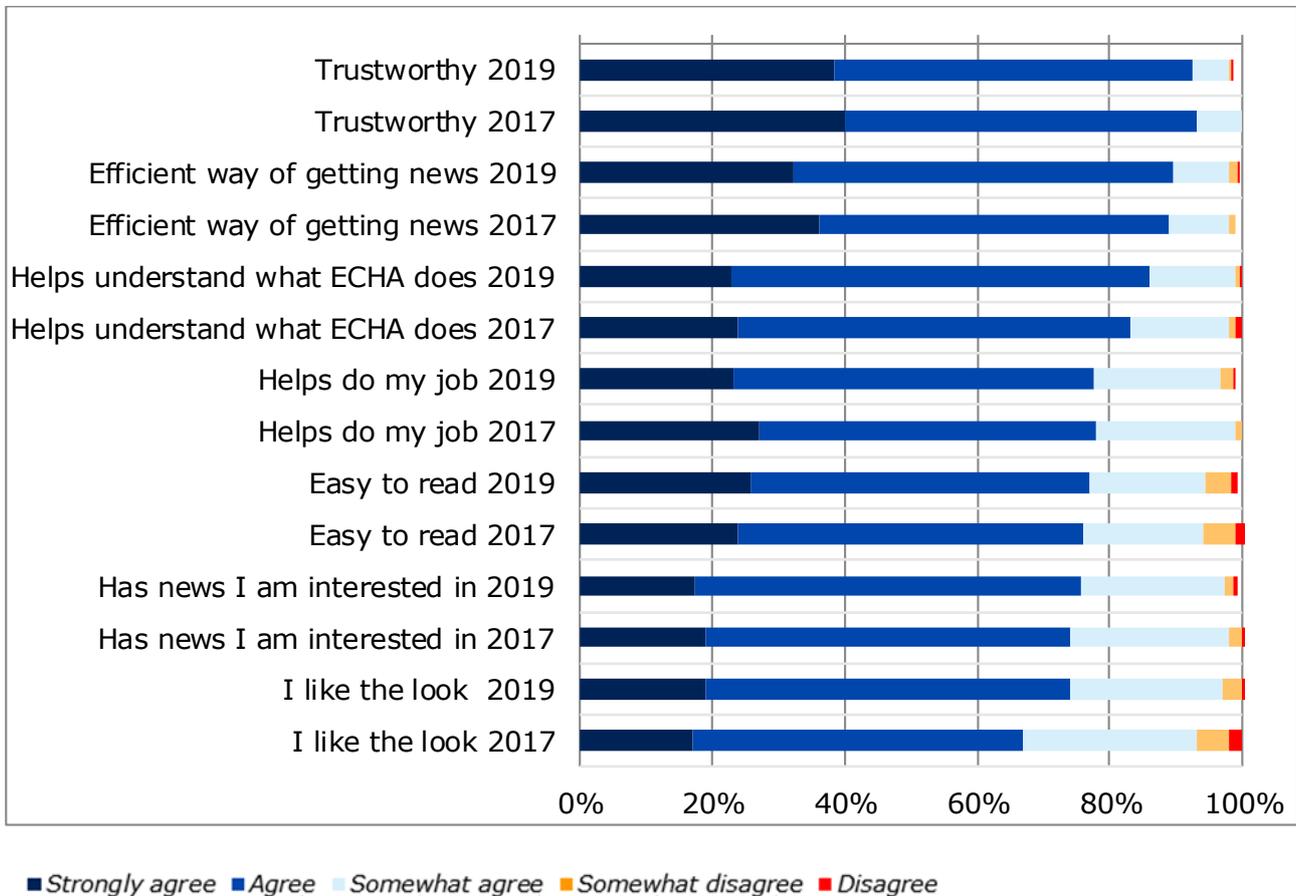
In the 223 open field suggestions, the readers gave good feedback to the product (75 positive comments) and many proposals for improvement. These related, for example, to:

- having more information about specific areas (41 comments), such as:
 - alternatives to animal testing, SVHC list, practical examples, questions and answers, upcoming events and web maintenance as well as background on ECHA's different processes.
- translating the Weekly into different languages (20 comments);
- using less abbreviations and easier language (20 comments);
- upcoming events (16 comments)
- subscribing to news from specific areas or targeted news to specific industry sectors or groups (e.g. downstream users, producers) (12 comments).
- more practical tips and focus on impact (11 comments).

The remaining comments related e.g. to the layout or had no specific suggestions.

Comparison with 2017 results

When comparing with the 2017 survey results, the overall picture looks very similar. The satisfaction with the Weekly's look has improved with seven percentage points from 2017.



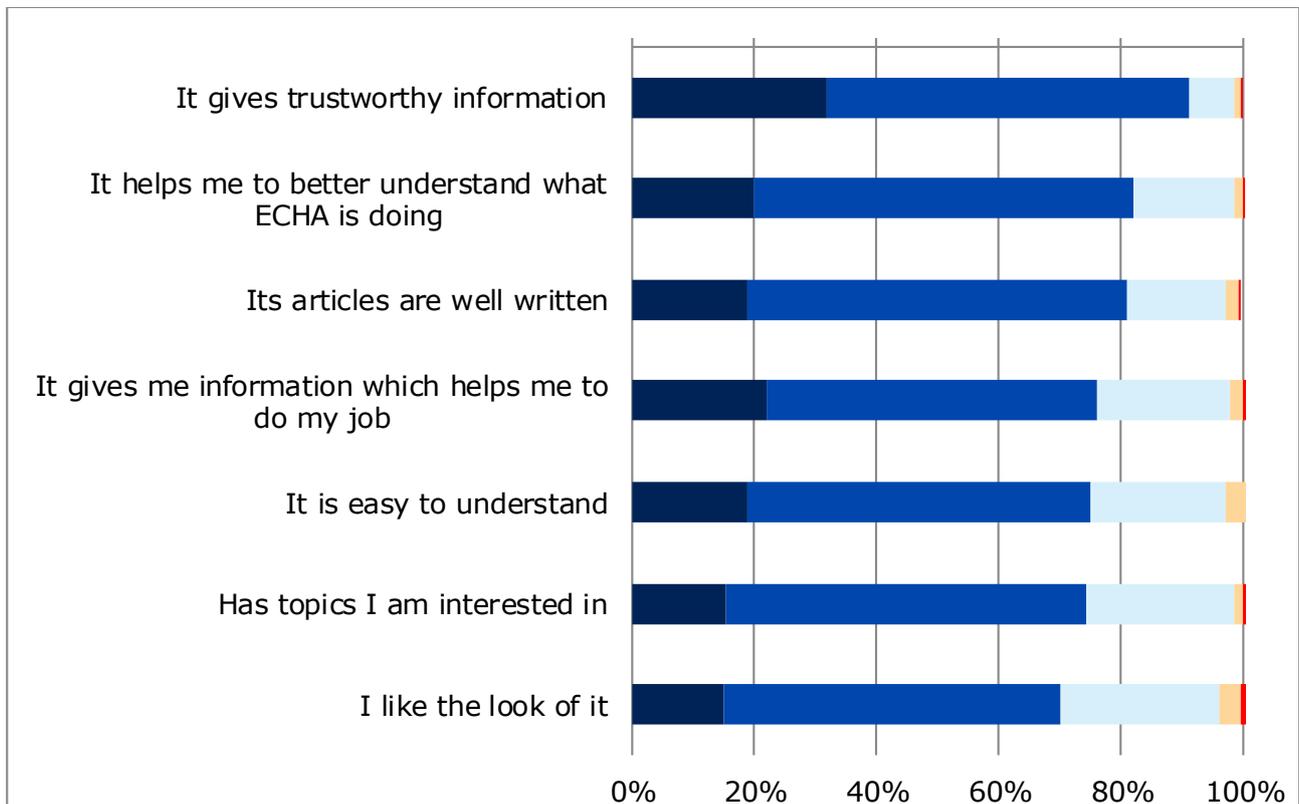
(2019: n= 1551, 2017: n= 1640)

4. Newsletter

Feedback on the content

Overall, the feedback towards the Newsletter is very positive. Almost 90 % strongly agree or agree that it is trustworthy and almost 80 % say that it helps them to better understand ECHA's work and that it is well written. Over 70 % of the readers say that it helps them to do their job, is easy to understand and covers topics they are interested in. Around two thirds of respondents strongly agree or agree that they like the product's look.

To what extent do you agree with the following statements about the ECHA Newsletter?



■ Strongly agree ■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree

(n=1899)

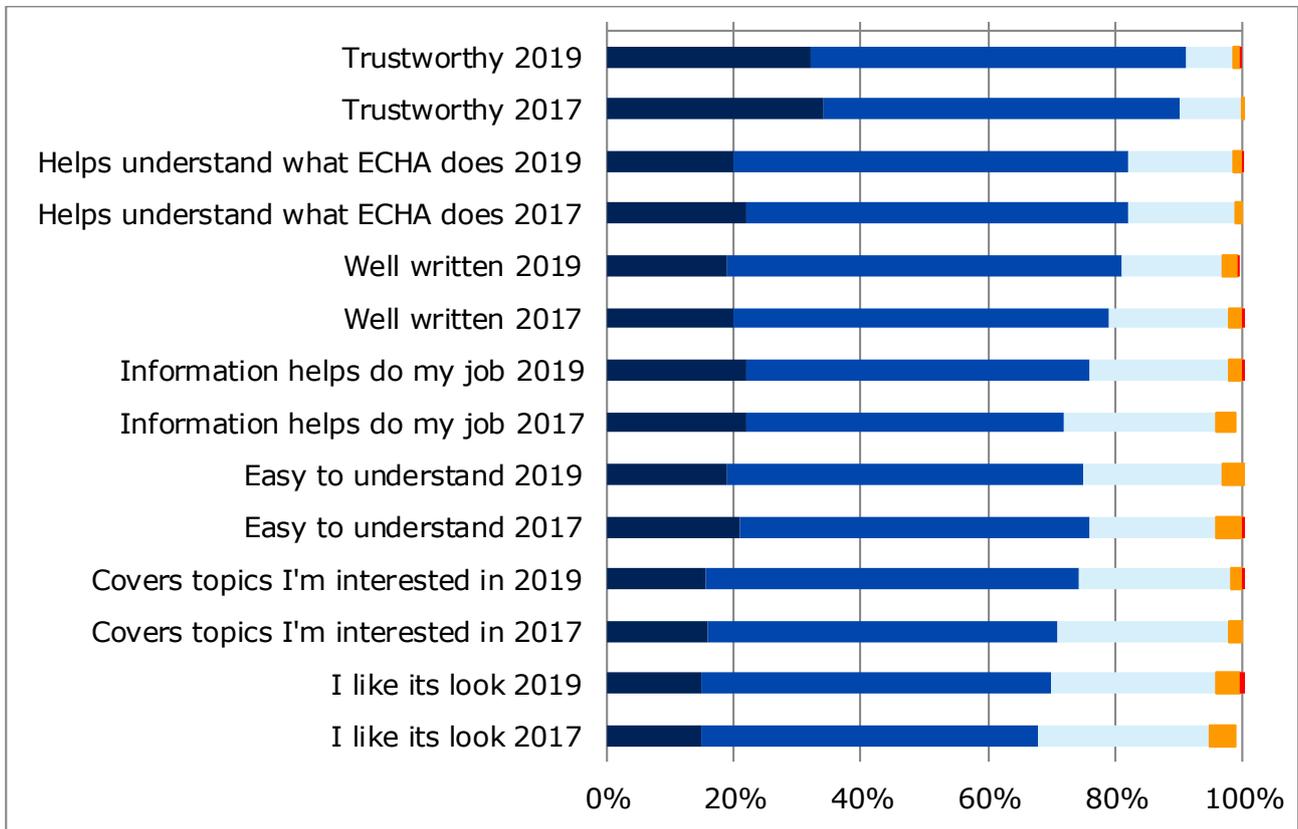
In the open field comments, readers provided 222 suggestions for further development of the Newsletter. In 39 comments, readers gave positive feedback to it. Other comments related, for example, to:

- content on specific areas (35 comments), such as risk assessment, alternatives to animal testing, compliance, enforcement, guidance, upcoming events, implementing new and current regulation or practical examples;
- translations (21 comments);
- further simplifying the language (21 comments);
- information for specific sectors or roles and more background information (18 comments);
- receiving the content in a pdf format, as earlier (14 comments);
- getting practical tips and focusing on impact (12 comments);
- frequency of the Newsletter (10 comments) and
- upcoming events (9 comments).

Among the remaining comments, the respondents gave generic feedback, commented the layout or had no specific suggestions.

Comparison with 2017 results

In comparison with 2017, the overall results are very similar and the satisfaction remains on a high level.



■ Strongly agree ■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree

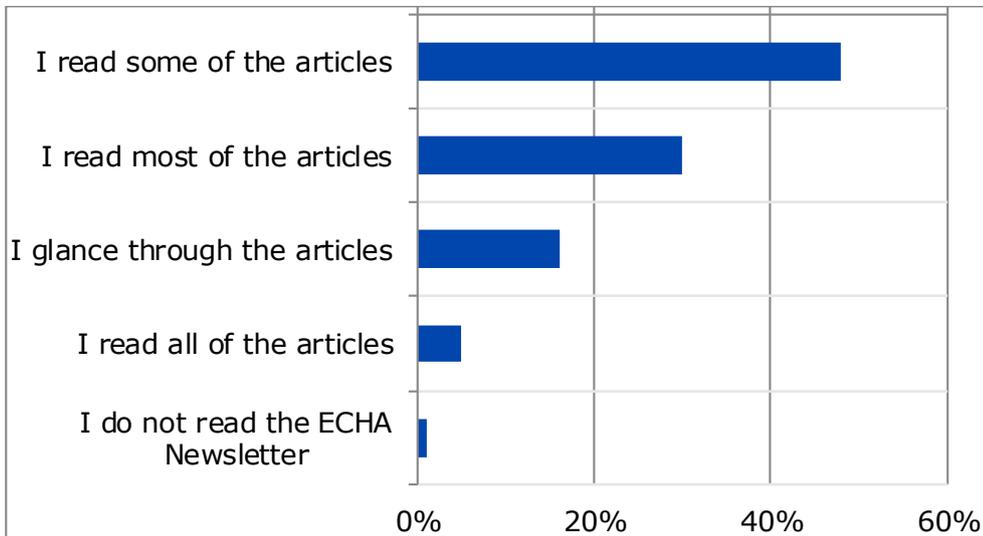
(2019: n=1899, 2017: n=1591)

Why and when do you read the Newsletter?

Most readers say that they read the newsletter for professional reasons: to stay up-to-date on upcoming events and decisions, to find information they need for their work, to get information on chemicals safety and regulation updates as well as ECHA's activities. Most respondents read the Newsletter at work, often quite soon after it arrives.

How much of the ECHA Newsletter do you normally read?

Almost 50 % of the respondents say that they read some of the articles in one Newsletter issue. Every third respondent reads most of the articles and 15 % glance through them.

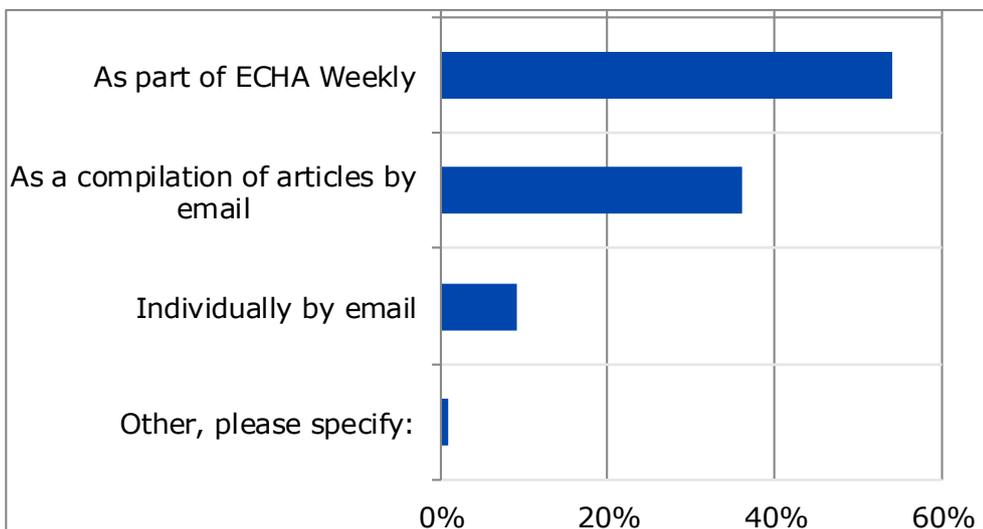


(n= 1895)

4.1 Future development of the Newsletter

How would you prefer to receive ECHA’s articles in the future?

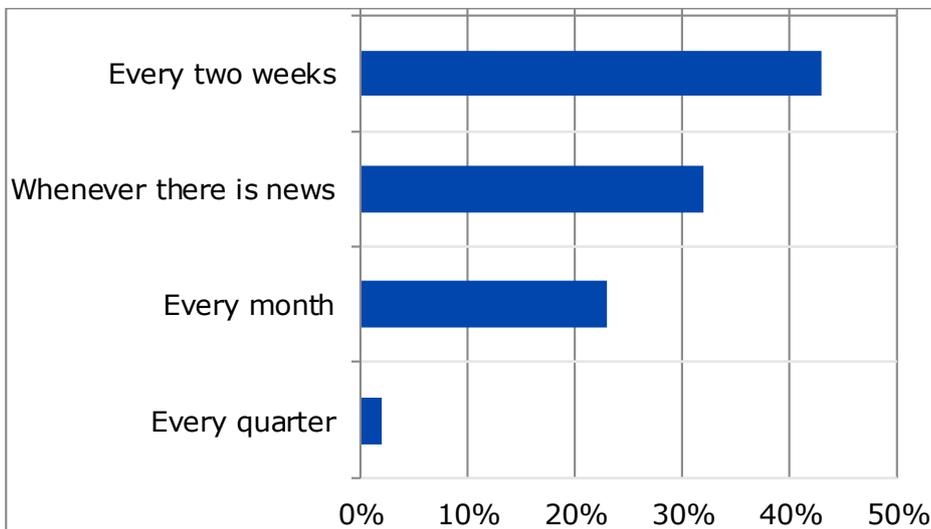
Regarding future distribution, over half of the respondents would prefer to receive ECHA’s articles as part of the Weekly bulletin. Close to 40 % would like to receive it as a compilation of articles by email.



(n=1882)

How often would you like to receive our articles in the future?

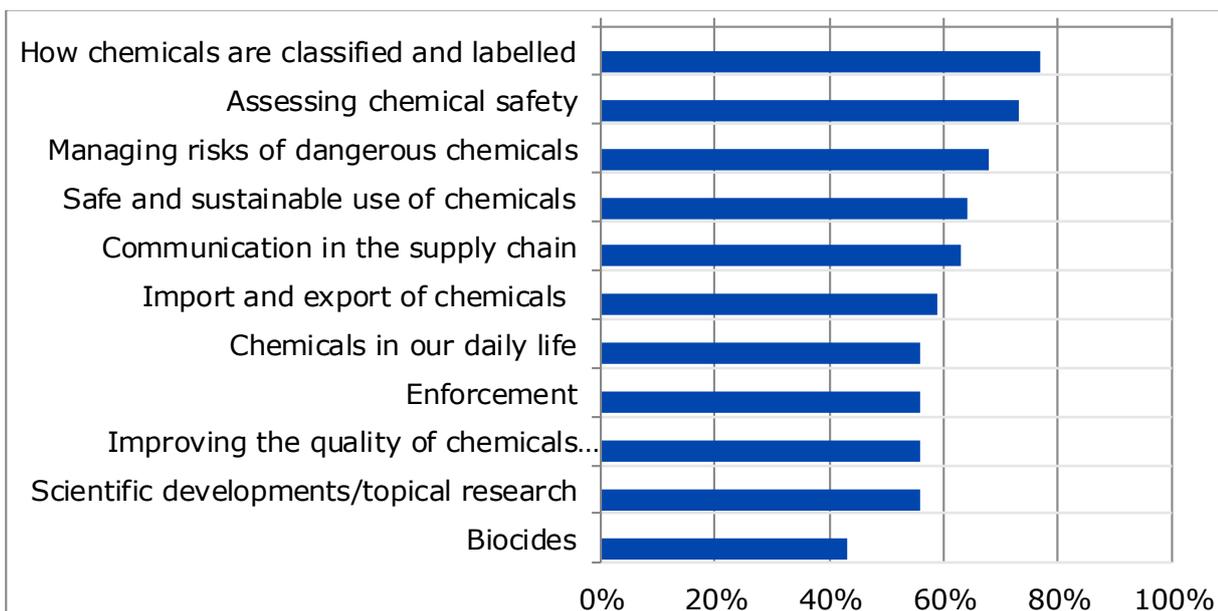
The preferred frequency to receive articles from ECHA would be every two weeks, followed by the option "whenever there is news".



(n=1887)

Which topics would you like to read about in future articles? Select as many as you wish.

The readers were asked what topics they would be interested in. The most preferred topics related to classification and labelling of chemicals, assessing chemical safety, managing risks of dangerous substances, safe use of chemicals and communication in the supply chain.

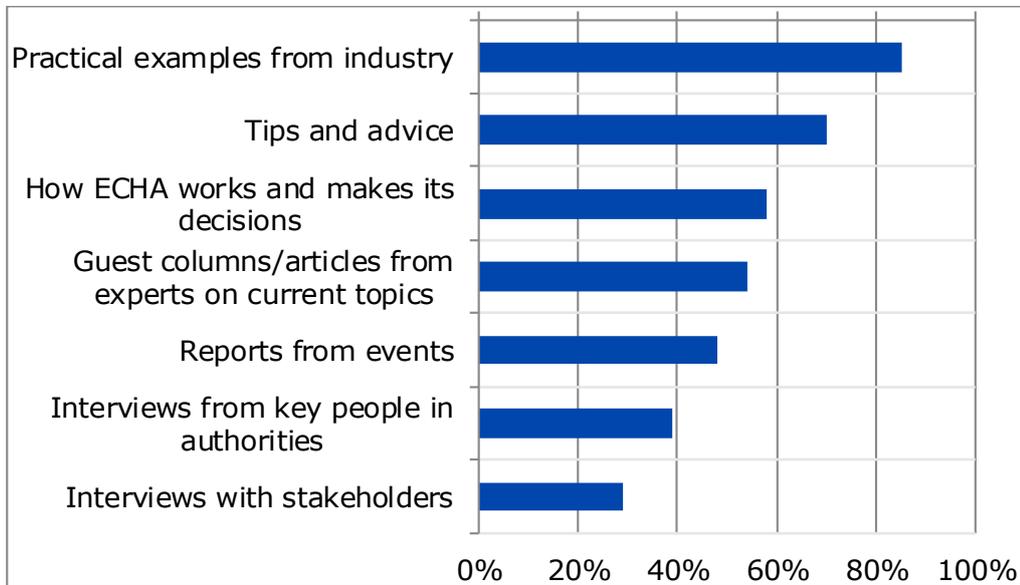


(n=1895, multiple selections possible)

In the 151 open field comments, the respondents proposed further topics, for example, alternatives to animal testing, actual developments within REACH and other chemicals legislation, upcoming regulatory changes, nanomaterials, SVHCs, chemicals in products, information on specific chemicals, circular economy and substitution of hazardous chemicals.

Which types of articles are you most interested in?

Regarding the type of articles, practical examples from industry were most preferred, followed by tips and advice, background on ECHA’s processes and guest columns or articles.

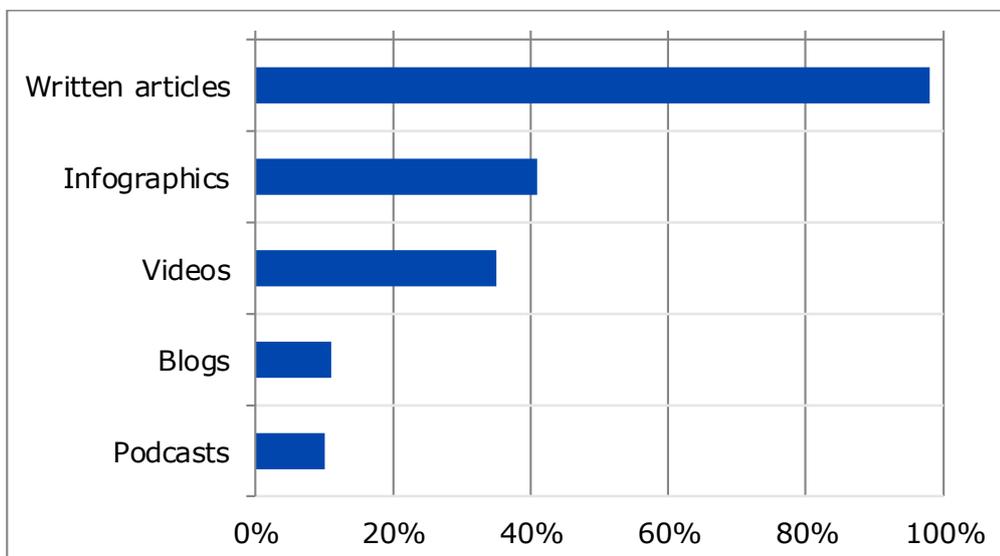


(n=1875, multiple selections possible)

In the 56 open field comments, the respondents also wished, among others, to receive more practical examples, background explanations, graphics and information about upcoming events.

Which formats do you prefer for content?

By far, the most popular format in receiving content from ECHA is as written articles, with almost all respondents having it as a preferred way of receiving the news. Infographics and videos are more attractive to them than blogs and podcasts.



(n=1894, multiple selections possible)

In the open field answers, some readers also requested webinars (11 comments).

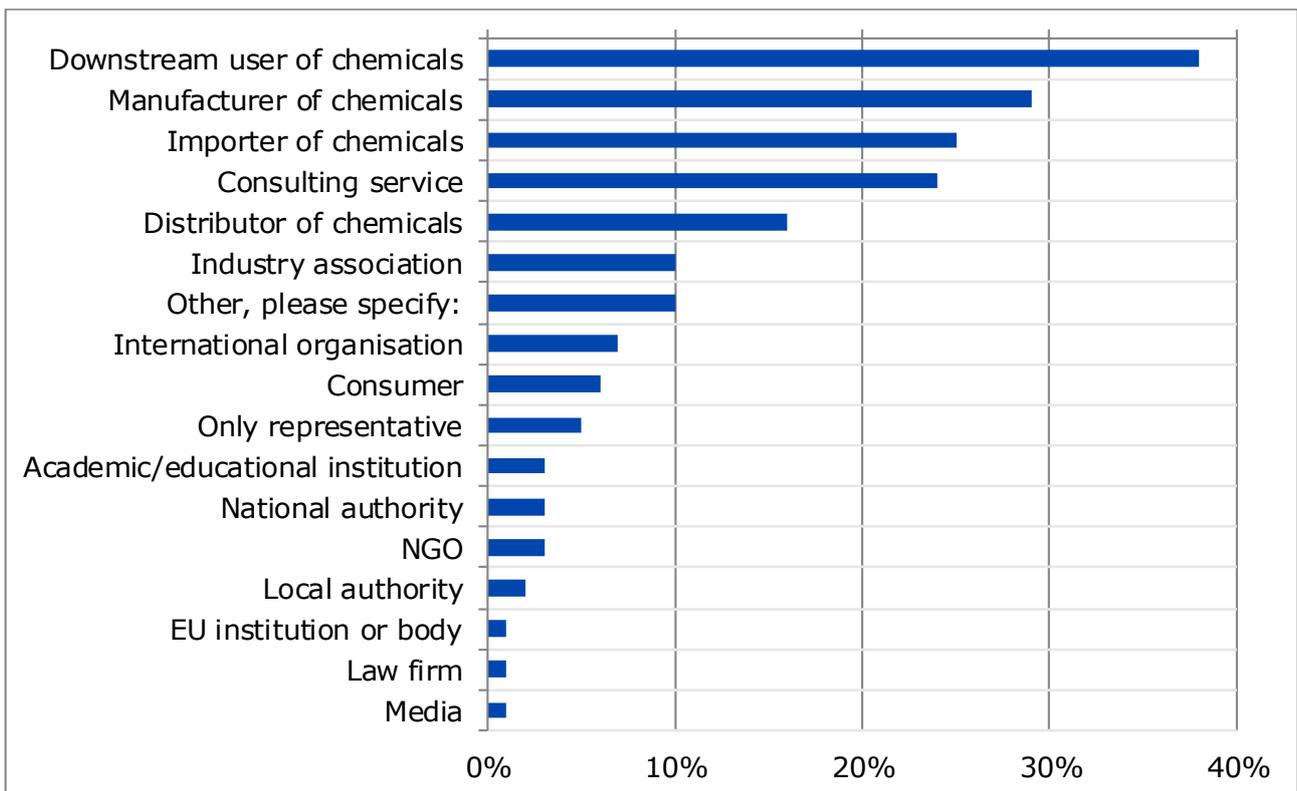
5. Background data

Readers from 26 different countries replied to the survey. Most replies came from Germany (20 %), followed by Italy (12 %), France (9 %), Belgium (7 %), United Kingdom (7 %), the Netherlands (5 %) and USA (4 %).

Almost half of the respondents (48 %) worked in companies or organisations with more than 250 employees. Every fourth worked in a company with less than 50 employees and 22 % in a company with 50 to 250 employees.

Respondents worked in many areas. The most common fields of activity were downstream user, manufacturer, importer of chemicals and consulting services.

Primary field of activity



(n=1951, multiple selections possible)

The "other" category includes e.g. other industry sectors, manufacturers and importers of articles and retailers.

EUROPEAN CHEMICALS AGENCY
ANNANKATU 18, P.O. BOX 400,
FI-00121 HELSINKI, FINLAND
ECHA.EUROPA.EU