

What we found when we asked our GPI website audience

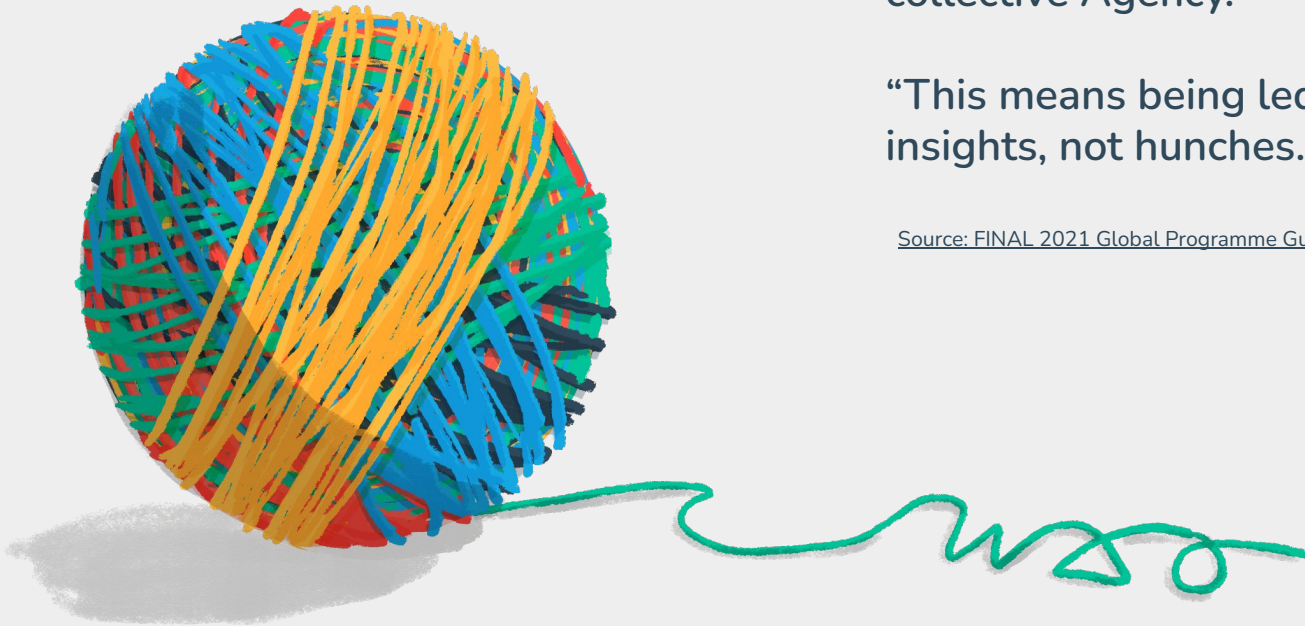
Greenpeace International - Web Strategy



“To reach and engage new people we will need to be better than ever in identifying, listening to, and providing calls to action and content that emphasize individual and collective Agency.”

“This means being led by data and insights, not hunches.”

[Source: FINAL 2021 Global Programme Guidance Climate Urgency](#)

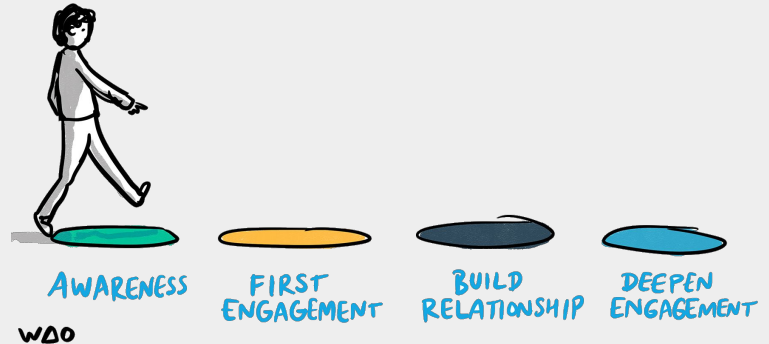


Our assumptions

Based on the Analytics Audit Report, we have assumptions about *why* our audience is coming to the international website:

- They are coming via organic search because the international site has content they are not finding elsewhere, and/or
- They are coming directly because they want an international outlook, and/or
- They are connected to GPI social media or email

We checked these assumptions to see if the way we are interpreting our data is true. We ran a survey on the Greenpeace International website to try and establish audience intent.



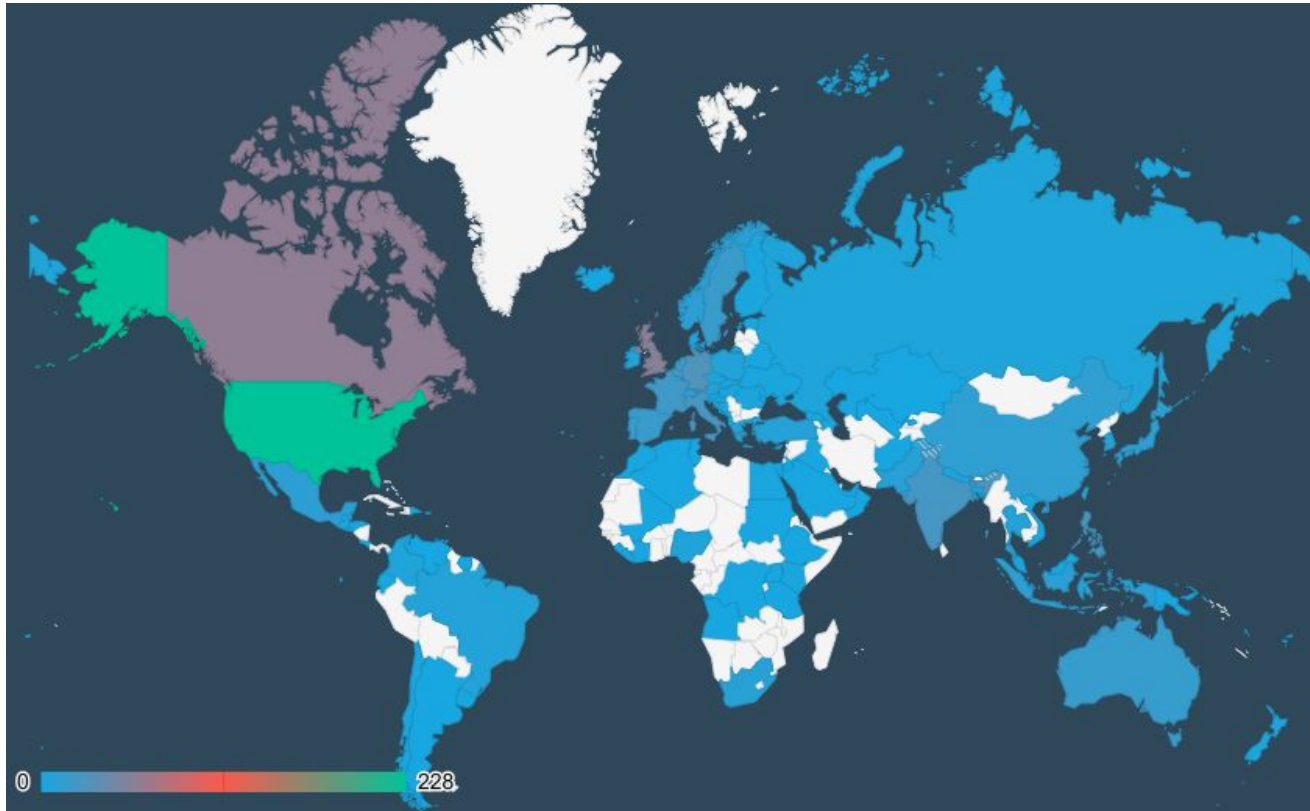
Basics & Demographics

“We’re doing some research and could do with your help. Do you have time to answer just five quick questions?”

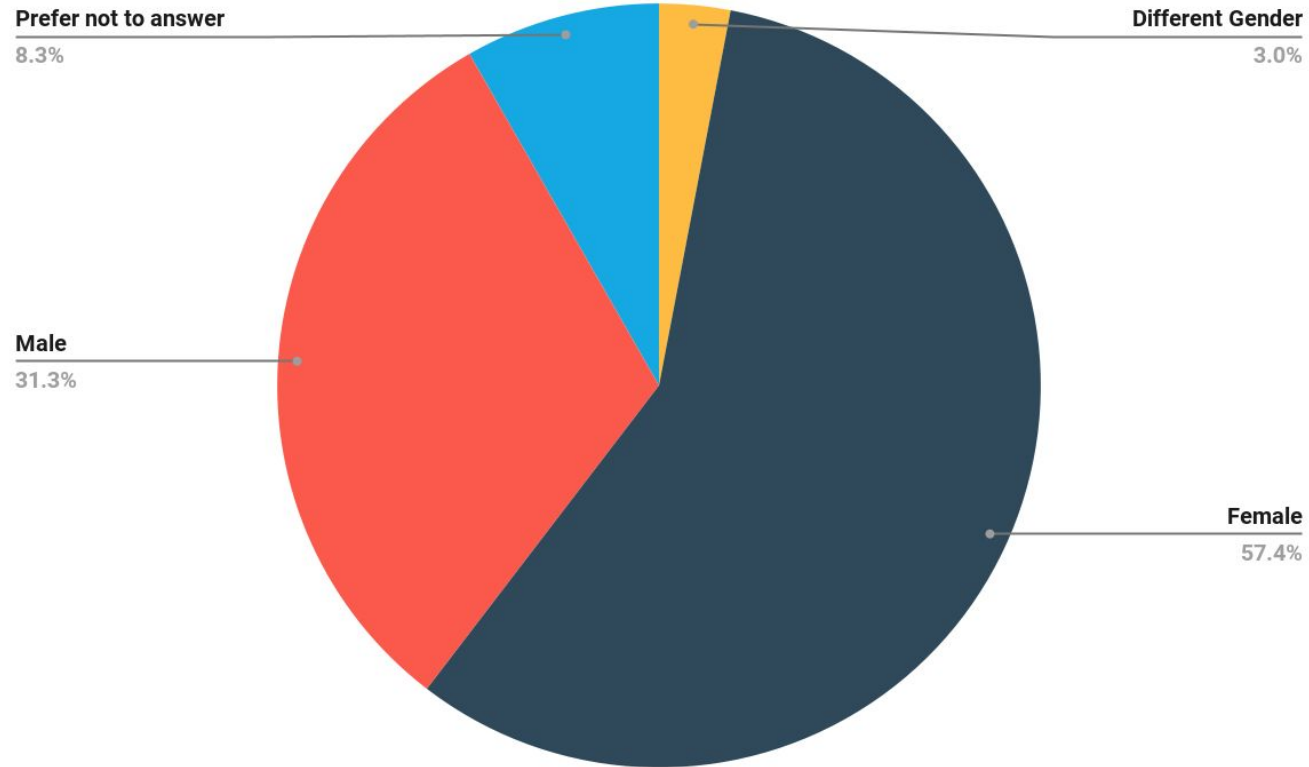
From 13.04.2022 to 26.04.2022, GPI gathered **600 responses from 110 countries.**

This section displays the basics and demographics of this audience in a series of charts and maps.

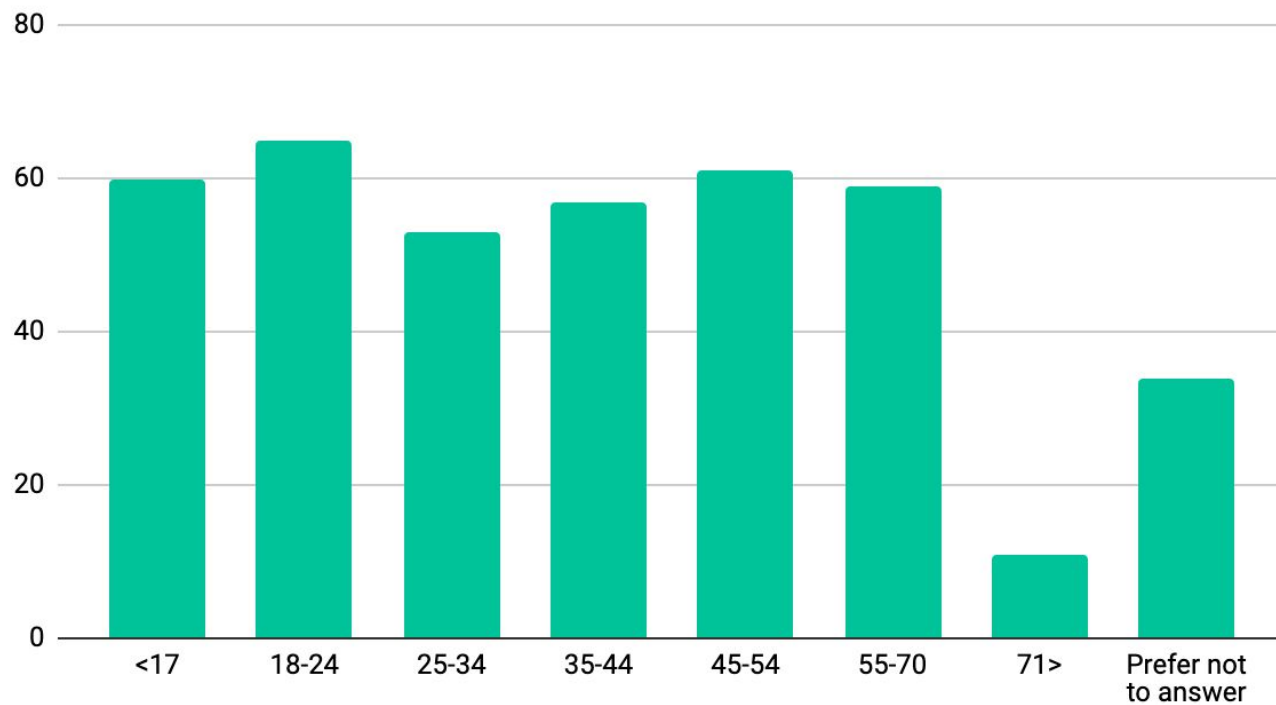
Locations



Gender

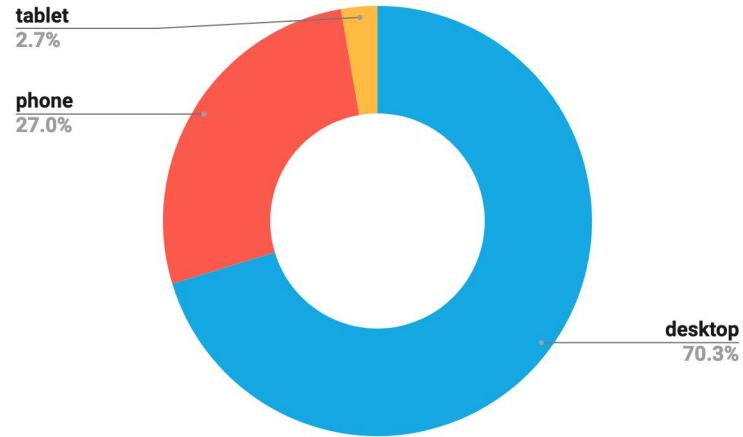


Age

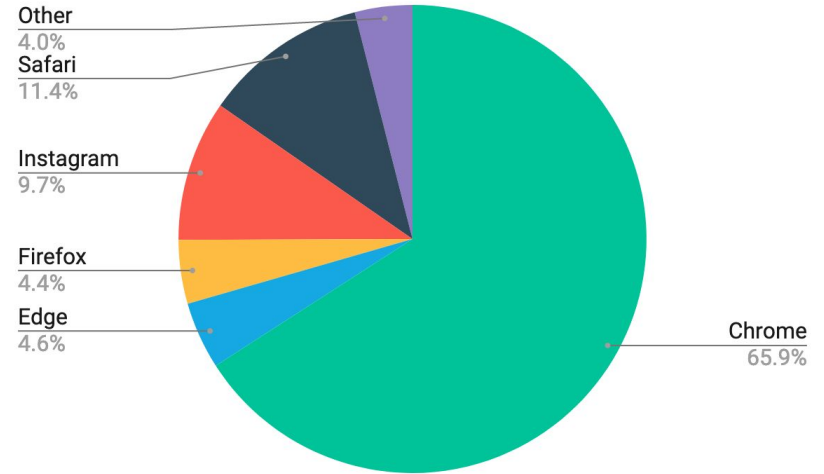


Would you mind telling us your age?

Devices & Browser

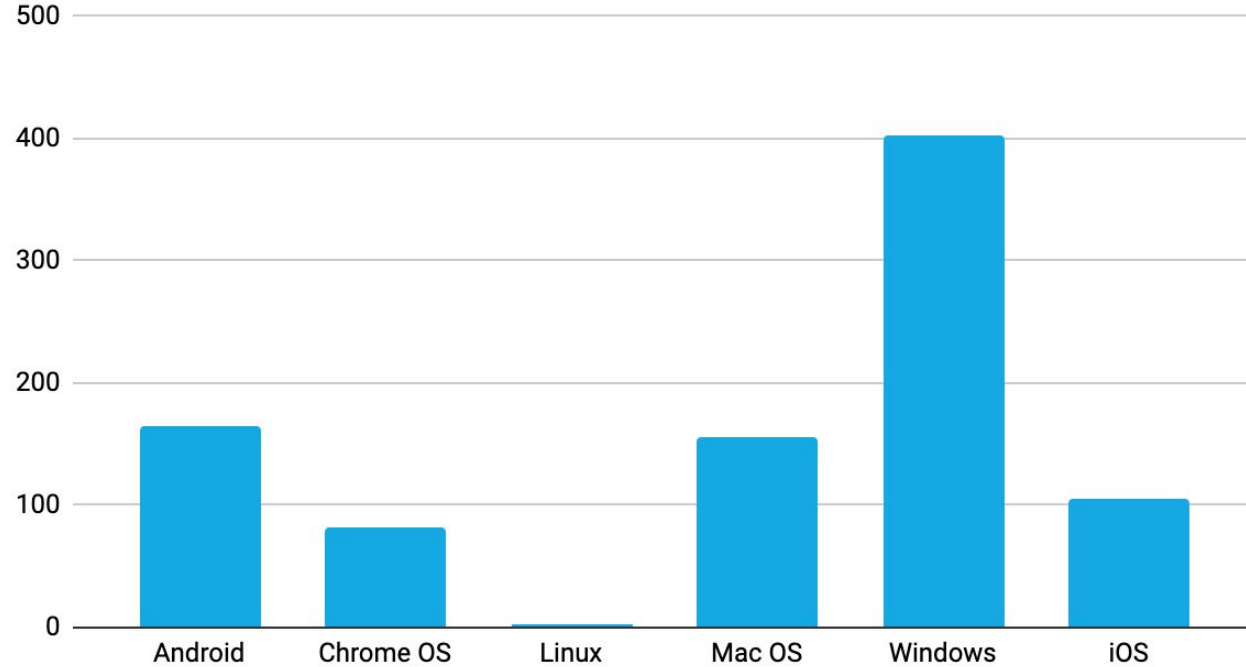


Devices



Browser

Audience OS



Organic Search Assumption

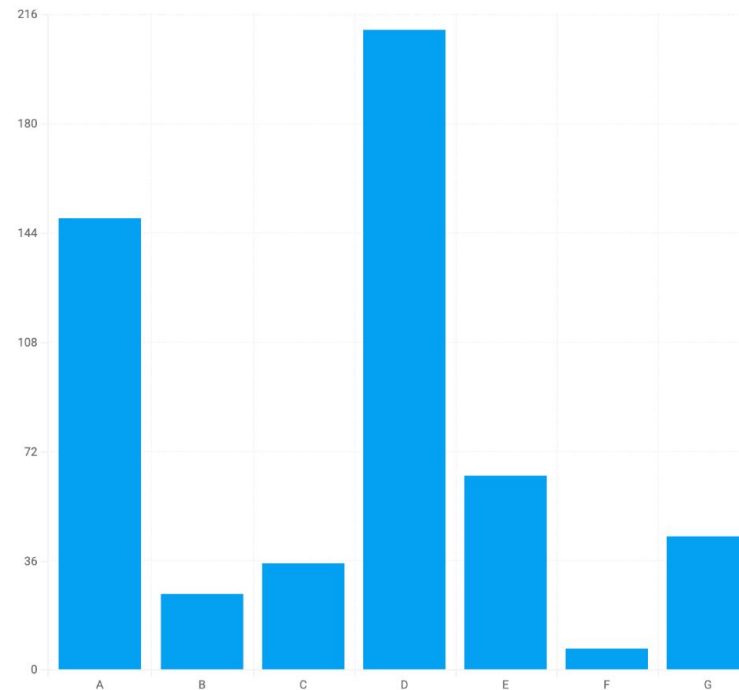
Our [Analytics Audit](#) revealed a high number of our audience coming from organic search.

Our assumption was that people are coming via organic search because the international site has content they are not finding elsewhere.

This content might be about Greenpeace International as a part of our networked organisations, or about a viewpoint or perspective that we've published. We wanted to understand.

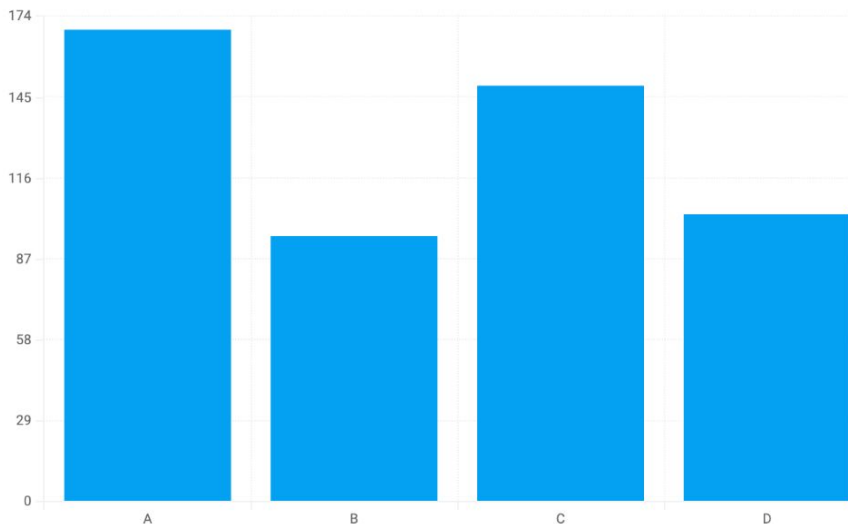
How did you arrive at the international website today?

# ①	Answer	Count	%
A	Followed a link from a Greenpeace social media account	149	27.9%
B	Followed a link from a non-Greenpeace social media account	25	4.7%
C	Followed a link from a website	35	6.5%
D	Searched for "Greenpeace" using a search engine	211	39.4%
E	Used a search engine to look for a topic in English and came here from the results	64	12%
F	Used a search engine to look for a topic in a language *other than English* and came here from the results	7	1.3%
G	Other (Please specify)	44	8.2%
535 total respondents			



Which of these statements best describes why you came to this site today?

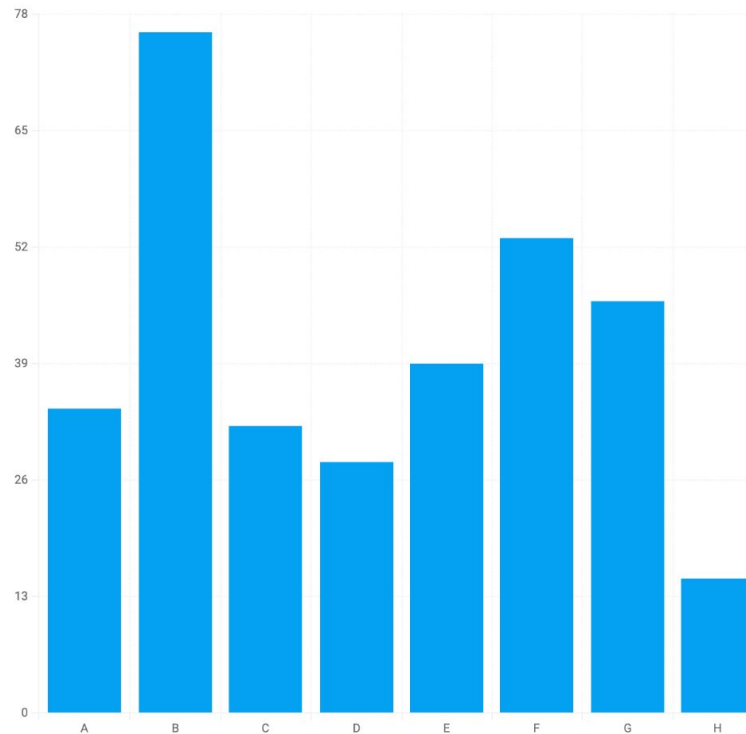
# ①	Answer	Count	%
A	I wanted information about the organization	169	32.8%
B	I wanted information about a current campaign	95	18.4%
C	I wanted background information about an environmental issue	149	28.9%
D	Other (please specify)	103	20%
516 total respondents			



If the answer was 'C – environmental issue', which one specifically?

# ⓘ	Answer	Count	% of respondents	% of answers
A	Air Pollution	34	23%	10.5%
B	Climate Change	76	51%	23.5%
C	Consumption	32	22%	9.9%
D	Energy	28	19%	8.7%
E	Forests	39	26%	12.1%
F	Oceans	53	36%	16.4%
G	Plastic	46	31%	14.2%
H	Other (Please specify)	15	10%	4.6%

323 answers from 148 respondents



Quotes

“I am interested in greenpeace, the international organization. **If I want information only about one region, then I would search for it.** I think it’s better to have one website for everyone, and people can go to different languages and content if they want”

"I am researching on the structure and management of **Greenpeace international**"

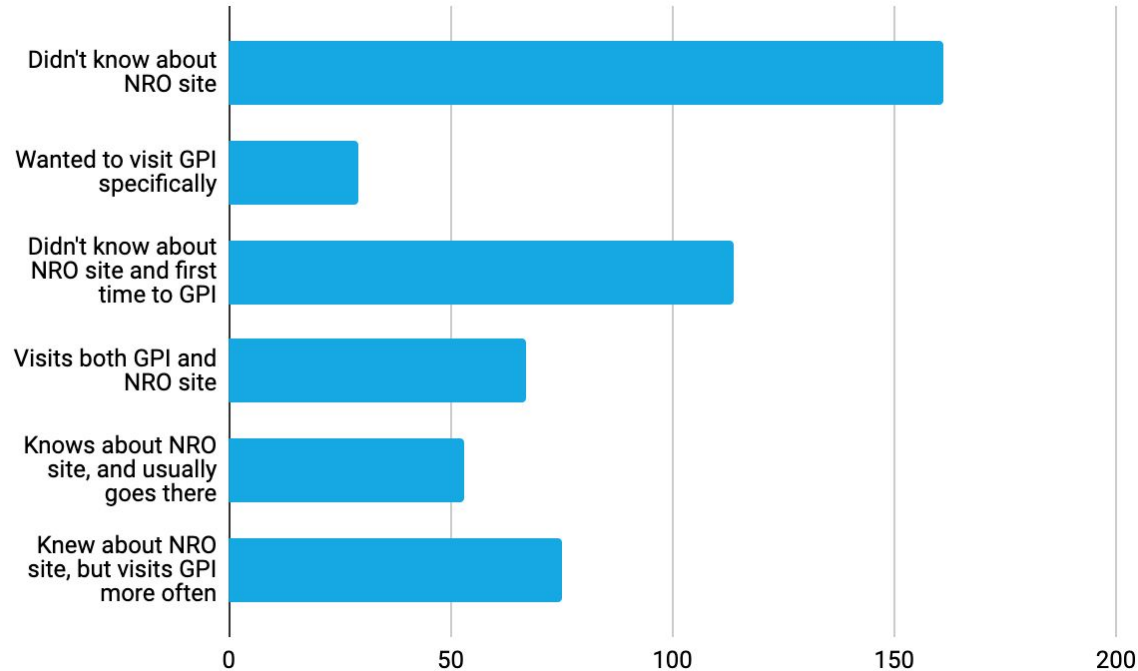


International Outlook Assumption

Our assumption was that people are coming directly because they want an international outlook instead of a local view.

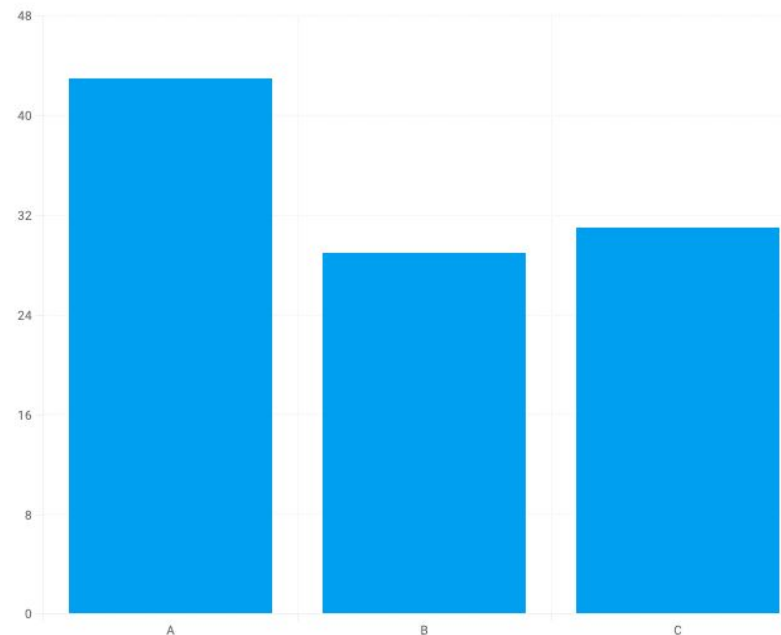
With these questions we wanted to know if the audience knows about their local NRO sites and/or if they visit GPI on purpose for the international outlook.

As well as the GPI website, do you also visit the GP site of the country in which you live?



In the previous question you responded that either you do not visit your local GP website, or that you visit the international website more often. Why is that?

# ⓘ	Answer	Count	% of respondents	% of answers
A	Language - I am more comfortable in reading and understanding English	43	45%	41.7%
B	Content - the information and resources on the international website are more relevant to me (Please specify)	29	31%	28.2%
C	Style - I prefer the way that news, stories, and campaigns are shared on the international website	31	33%	30.1%
103 answers from 95 respondents				



Quotes

“Based in the USA and looking for Air pollution in Mexico”

“I want to be consistent with this research approach and not engage primarily with individual branches/chapters”

“I want to know about events also at European level”

“These are global issues that need to be understood in both local and global contexts”

“I’m interested in how climate change is affecting life on earth across the globe especially in southern hemisphere”



External Connection Assumption

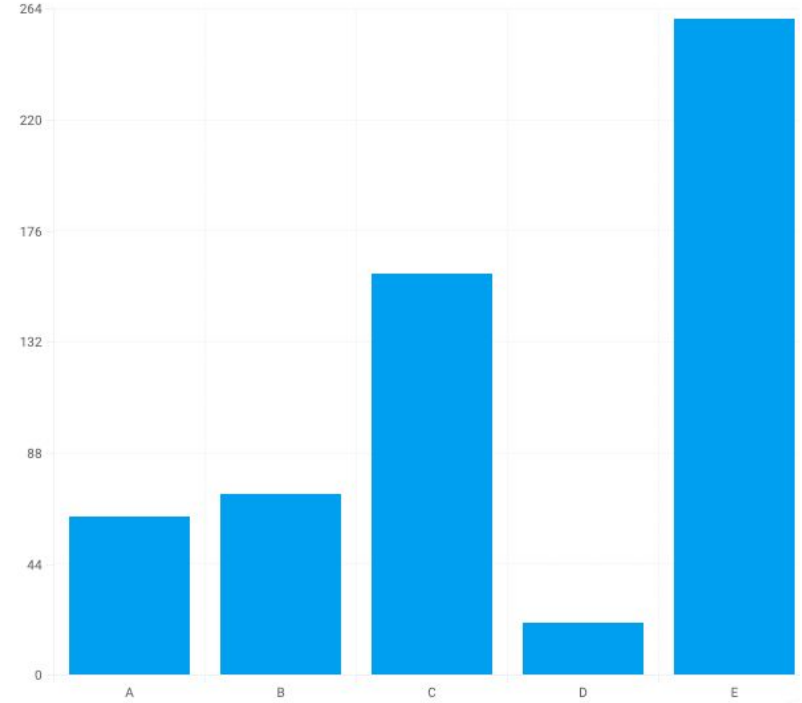
For people who come directly to the Greenpeace International site via a deep link, we assumed that they were coming from social media.

Our third assumption was designed to determine whether or not our audience is actually *connected* to GPI via social media.

Do you follow GPI on social media?

# ①	Answer	Count	% of respondents	% of answers
A	Twitter (@greenpeace)	63	13%	11%
B	Facebook (Greenpeace International)	72	15%	12.5%
C	Instagram (@greenpeace)	159	33%	27.7%
D	Other (Please specify)	21	4%	3.7%
E	None	260	53%	45.2%

575 answers from 487 respondents

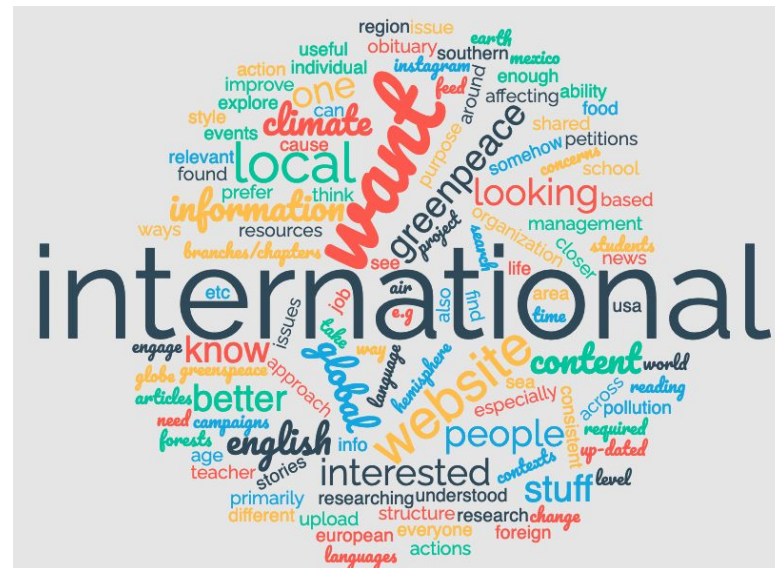


Quotes

“I do not want more stuff in my feed”

“I see the International information on Instagram, not the local”

Note: We did not provide a text box to collect responses about why people do or do not follow GPI on social media. These quotes are pulled from the input content on the question detailed on Slide 17.



Language

Based on the findings in the [Analytics Audit Report](#) we asked the participants what language they prefer on the GPI site.

From the report, we can see that English is the main *browser* language but **we wanted to know if this is also their preferred language** for the content.

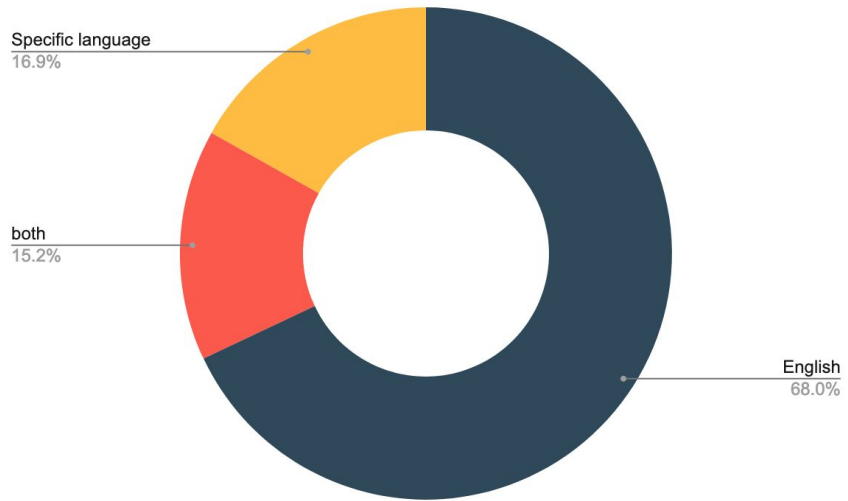
Main Languages (all of 2021)	Visitors 000s	Sessions 000s	Avg Bounce Rate %	Petition signups	Revenue €
English	1,100	1,411	60	27,427	162,000
French	42	57	51	3,036	1,450
Spanish	62	89	55	2,634	1,450
German	42	58	49	1,756	1,690

Results from the Audit Report

Imagine that the same information or resource was available on the Greenpeace International website in both English and one of the official languages of the country in which you live. Which would you prefer reading, and why?

Referring back to Slide 17, 45% of respondents said they were more comfortable in English and had thus chosen to visit the GPI website. Later in the survey, we asked the open question above.

Most of the answers indicated that English is the preferred language, though a variety of other languages were mentioned. As this was an open question, the numbers in the pie chart to the right are indicative rather than actual.



Language specific comments

“As a teacher of English as a foreign language, I find very useful and updated resources here that I explore with my students.”

"I am looking for English content to somehow improve my reading ability and know greenpeace better at the same time."

“English, as I also want to know all the terms & lingo in English as well. I get similar info with my own language on our national site.”

“I would prefer the English language, as it is the most efficient and the most popular mode of communication today. The problem with choosing local languages lies in the inconvenience of citizens from all parts of a country, who may or may not be familiar with the national language. In this space and time, English is the most ready mode of communication which enables flexible exchange of ideas, actions and opinions.”

