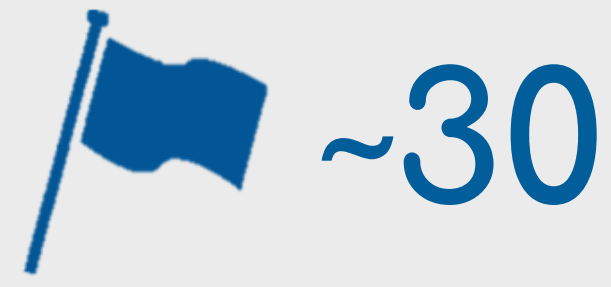


The census presents data collected from the members of EACA's National Associations' Council, composed of agency associations of 29 European countries. The data was collected in March and April 2019 with 100% response rate.



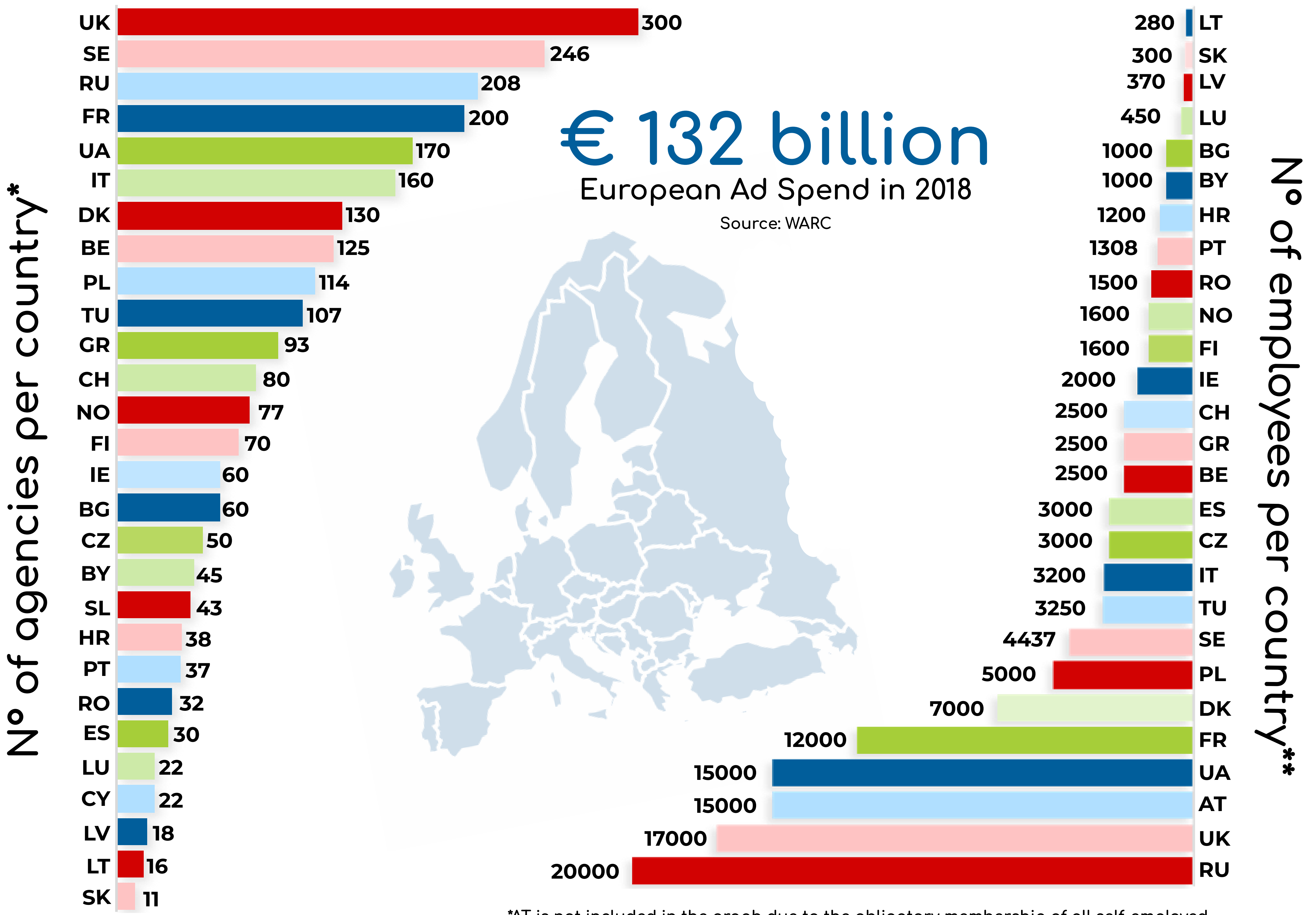
National Associations



Agencies



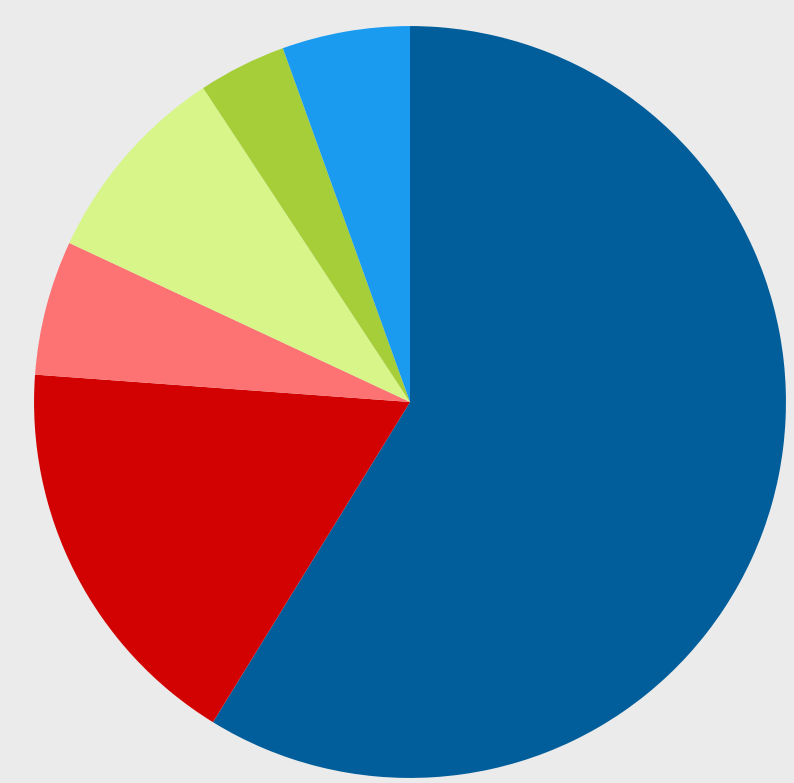
Employees



*AT is not included in the graph due to the obligatory membership of all self-employed communications professionals with the Austrian association. For this reason, the number of agencies (15000) is not representative and has been excluded from the analysis.
** CY and SL were unable to provide the number of employees.

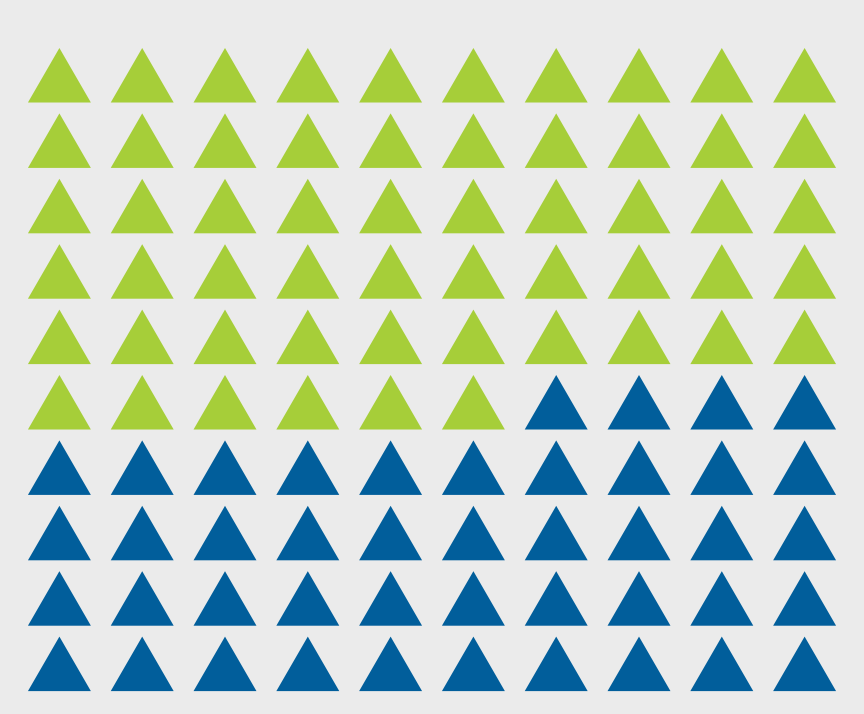
Market Positioning

Agency Types



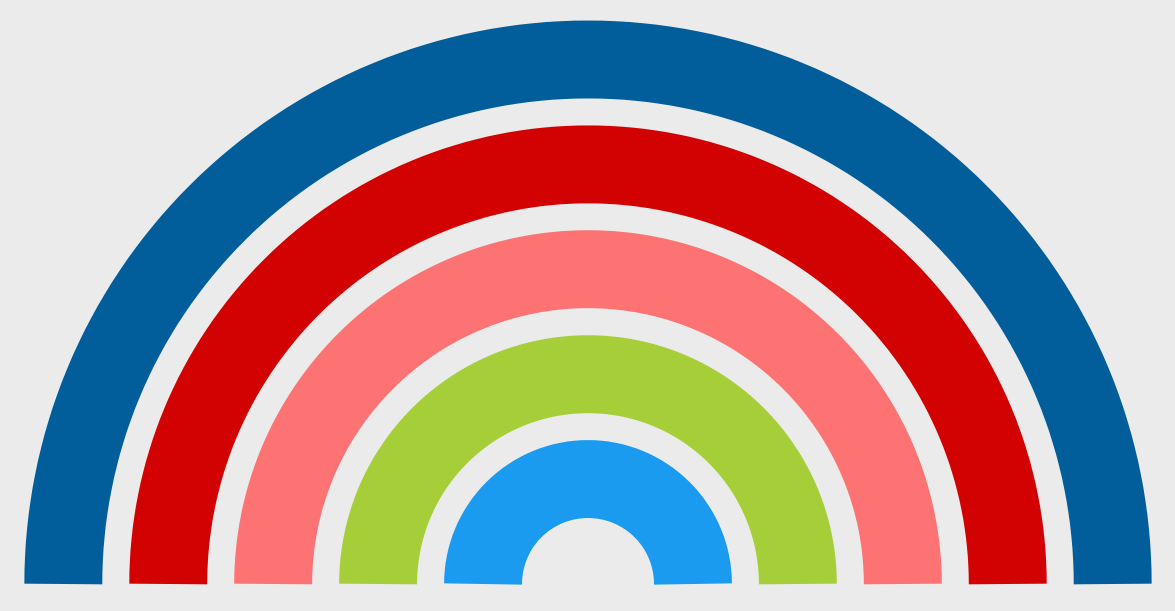
Advertising (58.78%) Media (17.38%)
Public Relations (5.79%) Digital/Interactive (8.78%)
Design (3.78%) Other (5.49%)

Industry Gender Ratio



Female (55.84%)
Male (44.16%)

Ad Spend - Top Sectors



Food & Beverage Retail Telecom
Financial Services Automotive