



Community Newsletter Magazine Readership Survey Results





Community Newsletter Magazine Readership Survey

How:

‘Win an iPad’ online survey promoted in 83 community newsletter magazines reaching 145 Calgary communities, social media, word of mouth, and mycalgary.com

Who:

Adults 18+ years of age

Survey Respondents:

5,104

When:

August 1st through September 30th 2018

Calgary Communities Represented:

183 Communities are Represented in the Survey Responses

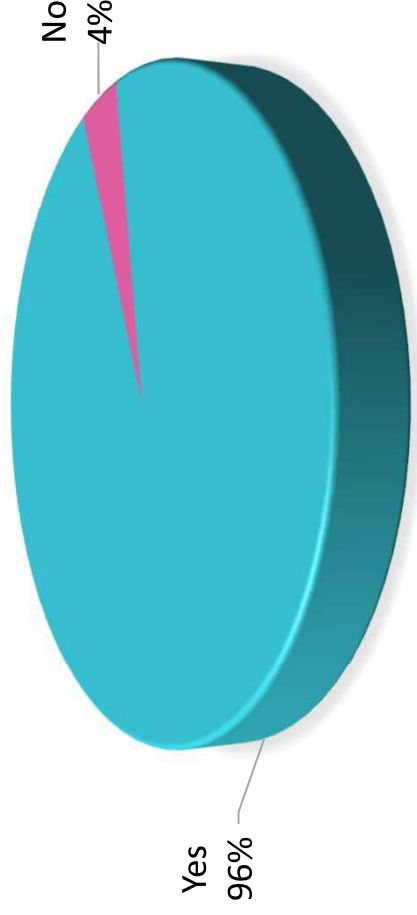
183 out of 189 Communities are Represented in the Survey Responses

Abbeysdale	Chaparral	Elbow Park	Kincora	North Haven Upper	Roxboro	Sunnyside
Acadia	Charleswood	Elboya	Kingsland	Nolan Hill	Royal Oak	Taradale
Albert Park/Radisson Heights	Chinatown	Erin Woods	Lake Bonavista	Oakridge	Rundle	Temple
Altadore	Chinook Park	Erton	Lakeview	Ogden	Rutland Park	Thorncliffe
Applewood Park	Christie Park	Evanston	Legacy	Palliser	Saddle Ridge	Tuscany
Arbour Lake	Citadel	Evergreen	Lincoln Park	Panorama Hills	Sage Hill	Tuxedo Park
Aspen Woods	Cliff Bungalow	Fairview	MacEwan Glen	Parkdale	Sandstone Valley	University Heights
Auburn Bay	Coach Hill	Falconridge	Mahogany	Parkhill	Scarboro	University of Calgary
Banff Trail	Collingwood	Forest Heights	Manchester	Parkland	Scenic Acres	Valley Ridge
Bankview	Copperfield	Forest Lawn	Maple Ridge	Patterson	Seton	Varsity
Bayview	Coral Springs *	Glamorgan	Marlborough *	Penbrooke Meadows	Shaganappi	Vista Heights
Beddington Heights	Cougar Ridge	Glenbrook	Marlborough Park *	Pineridge	Shawnee Slopes	Walden
Bel-Aire	Country Hills	Glendale	Martindale	Point McKay	Shawnessy	West Hillhurst
Beltline	Country Hills Village	Greenwood/Greenbriar *	Mayfair	Pump Hill	Sherwood	West Springs
Bonavista Downs	Coventry Hills	Hamptons	Mayland Heights	Quarry Park	Signal Hill	Westgate
Bowness	Cranston	Harvest Hills	McKenzie Lake	Queens Park Village *	Silver Springs	Whitehorn
Braeside	Crescent Heights	Hawthood	McKenzie Towne	Queensland	Silverado	Wildwood
Brentwood	Crestmont	Haysboro	Meadowlark Park	Ramsay	Skyview Ranch	Willow Park
Bridgeland/Riverside	Dalhousie	Hidden Valley	Midnapore	Ranchlands	Somerset	Windsor Park
Bridlewood	Deer Ridge	Highland Park	Millrise	Red Carpet	South Calgary	Winston Heights/Mountview
Britannia	Deer Run	Highwood	Mission	Renfrew	Southview *	Woodbine
Cambrian Heights	Diamond Cove	Hillhurst	Monterey Park	Richmond	Southwood	Woodlands
Canyon Meadows	Discovery Ridge	Hounsfield Heights/Briar Hill	Montgomery	Rideau Park	Springbank Hill	
Capitol Hill	Douglasdale/Glen	Huntington Hills	Mount Pleasant	Riverbend	Spruce Cliff	
Castleridge	Dover	Inglewood	Mount Royal	Rocky Ridge	St. Andrews Heights	
Cedarbrae	Eagle Ridge	Kilmer Grove	New Brighton	Rosedale	Strathcona Park	
Currie Barracks	Eau Claire	Killarney/Glengarry	North Glenmore Park	Rosemont	Sunalta	
	Edgemont		North Haven	Rosscarrock	Sundance	

* No entries were received

Readership Habits and Print Awareness

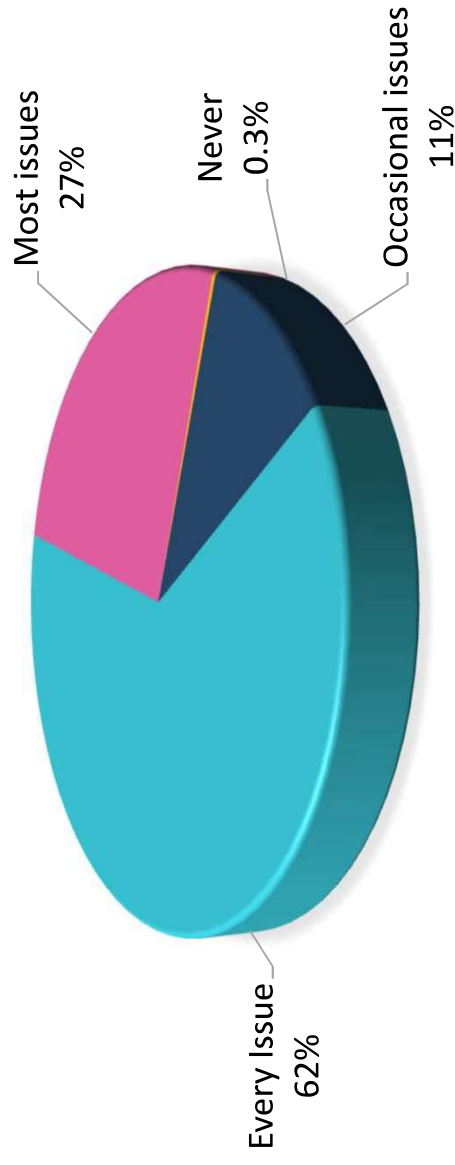
Receives Community Newsletter



96% of Respondents Receive
a Community Newsletter

Readership Habits and Print Awareness

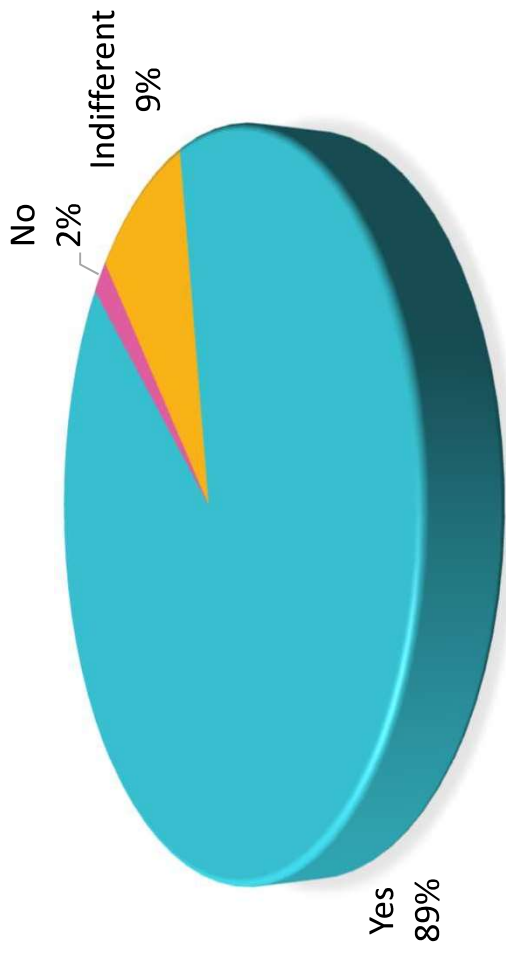
Readership Frequency



62% of Respondents Always Read their Community Newsletter; 89% of Respondents Read their Newsletters

Readership Habits and Print Awareness

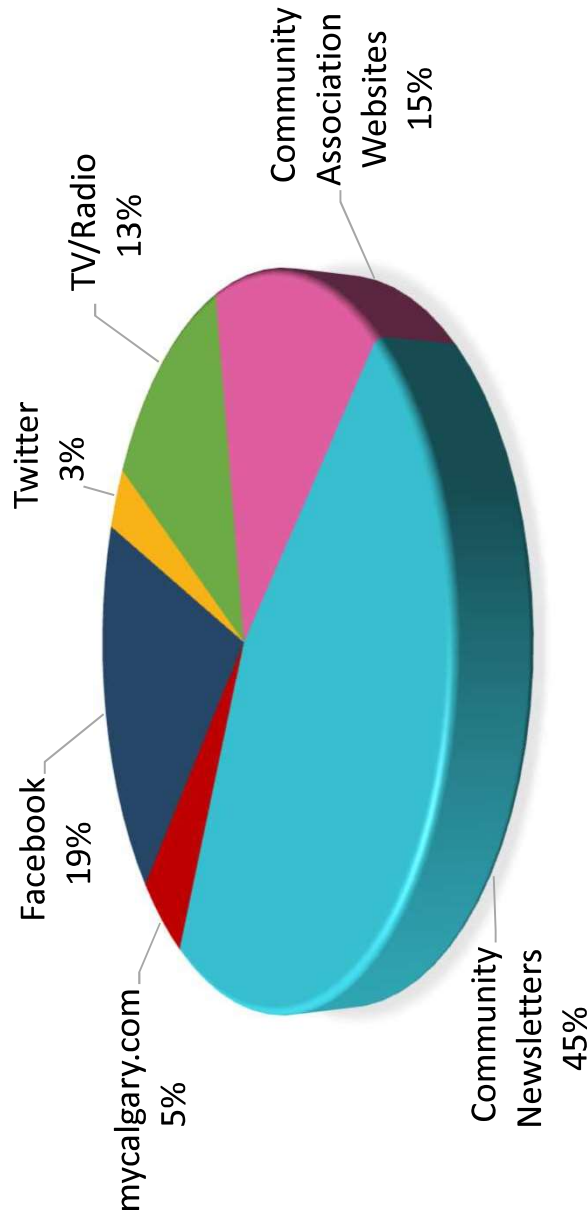
Values Staying Aware of Community News



89% of Respondents Value Staying
Aware of Community News

Readership Habits and Print Awareness

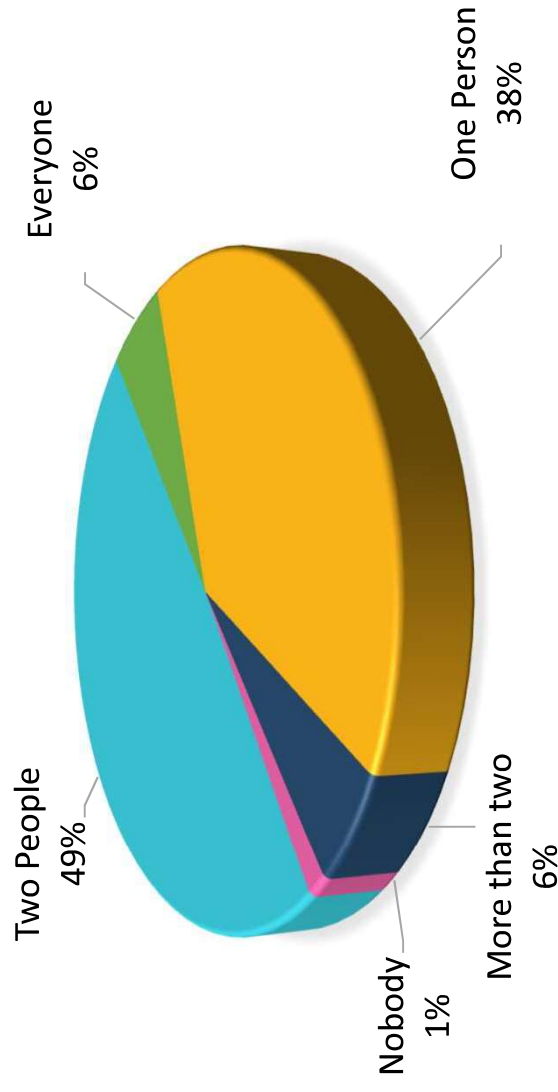
Resources Used for Community News



The Dominant Source for Community News Awareness Remains Community Newsletter Magazines

Readership Habits and Print Awareness

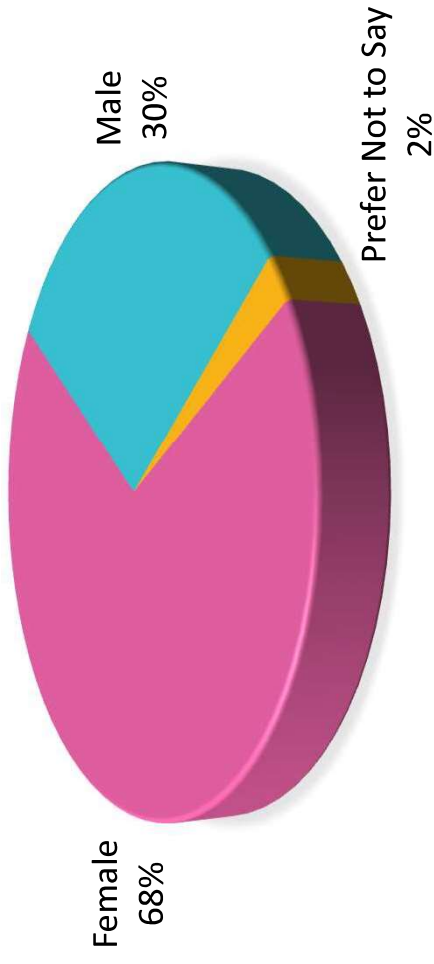
Readership per Household



There is an Average of 2 Readers
Per Household

Readership Demographics

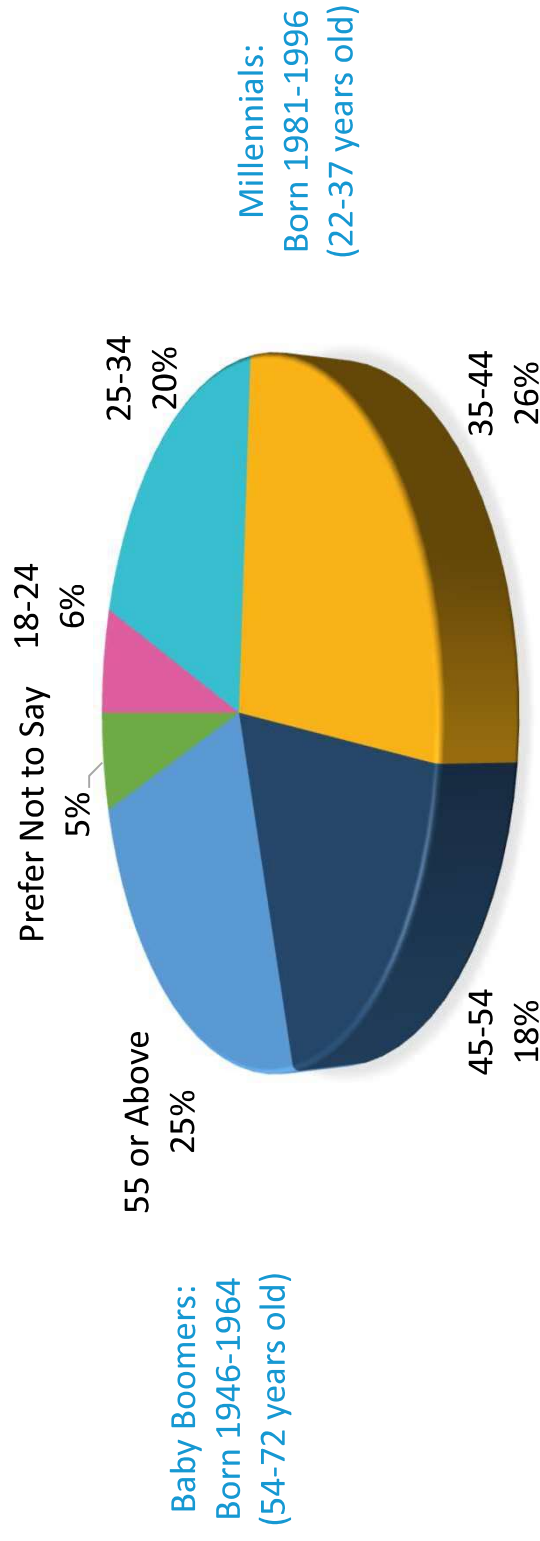
Gender



68% of Community Newsletter
Magazine Readers are Female

Readership Demographics

Age

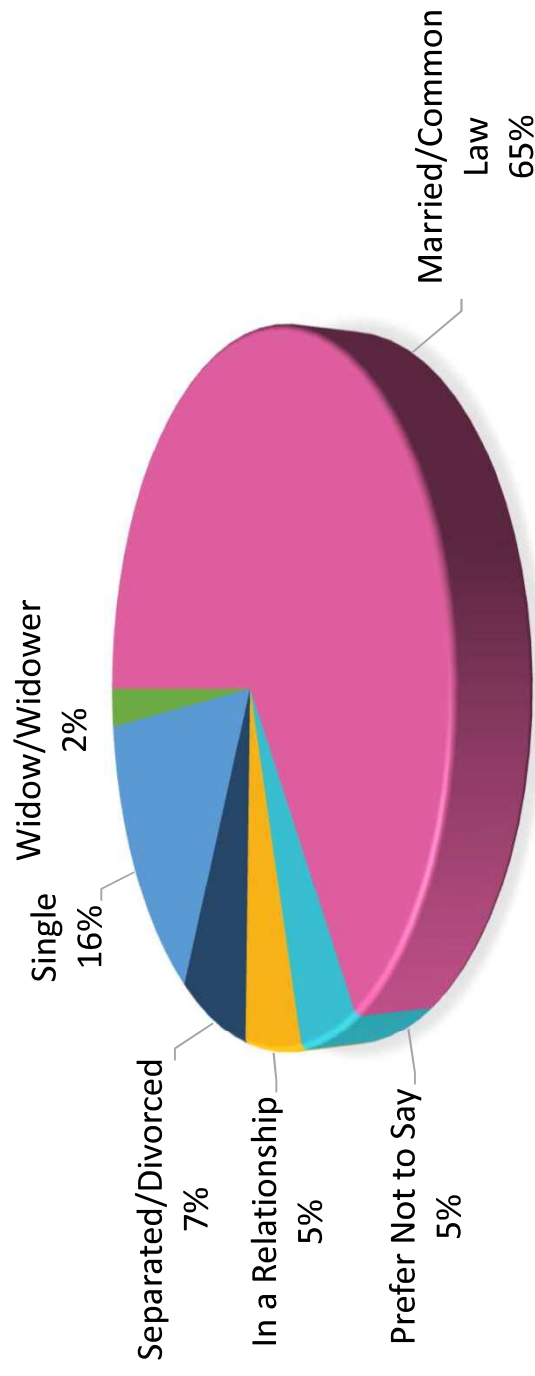


Generation X:
Born 1965-1980
(38-53 years old)

Readership is Strong Among
those Aged 25 and Above

Readership Demographics

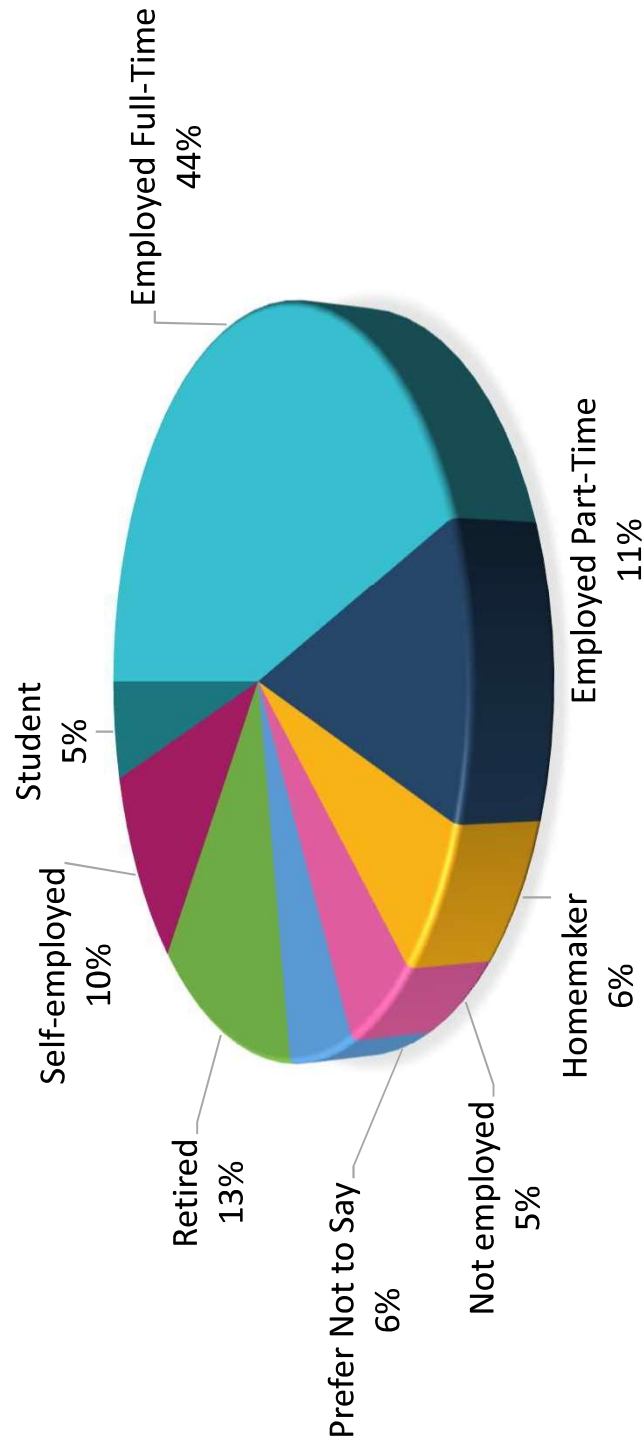
Marital Status



65% of Respondents are
Married or in a Common
Law Relationship

Readership Demographics

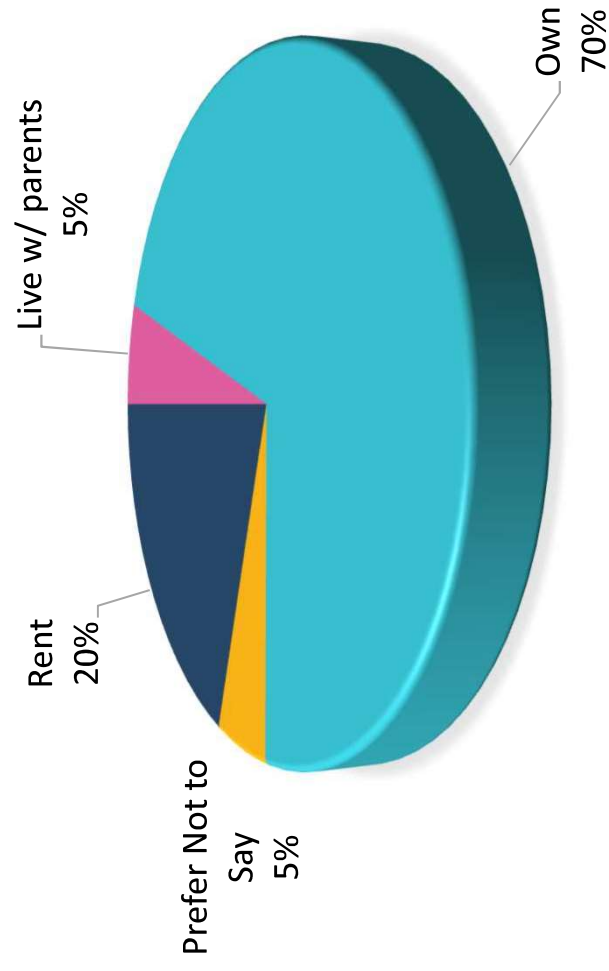
Employment



65% of Readers are Employed

Readership Demographics

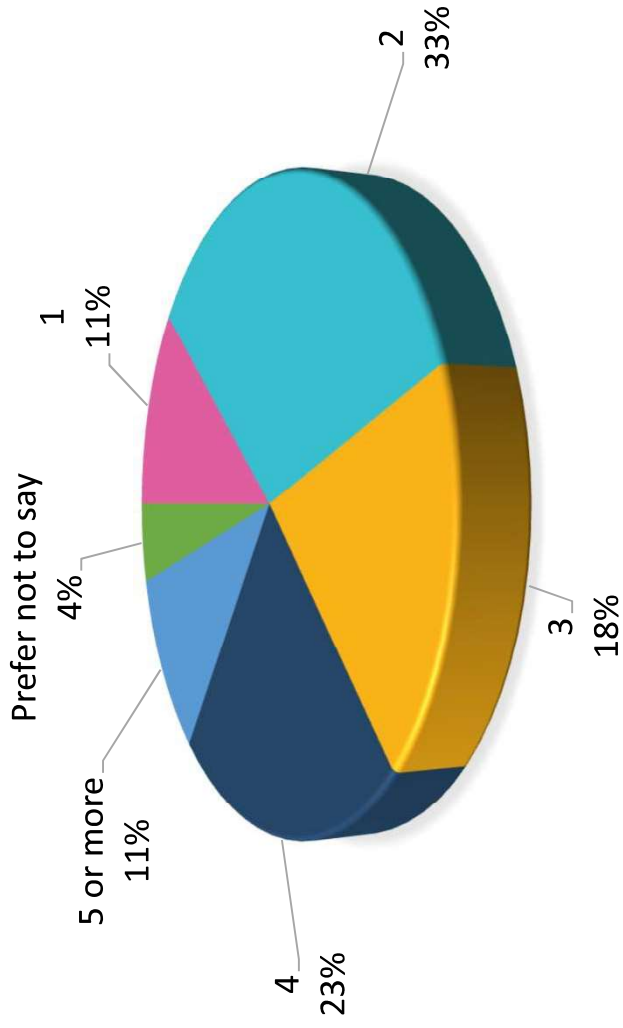
Home Ownership



70% of Respondents
Own their Homes

Readership Demographics

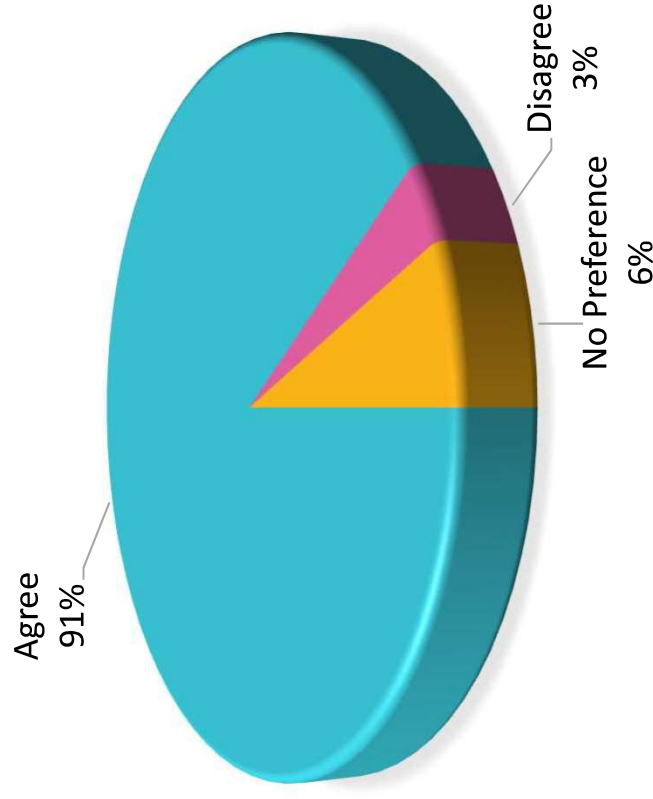
Residents per Household



85% of Households have
2 or More Residents

Readership Opinions

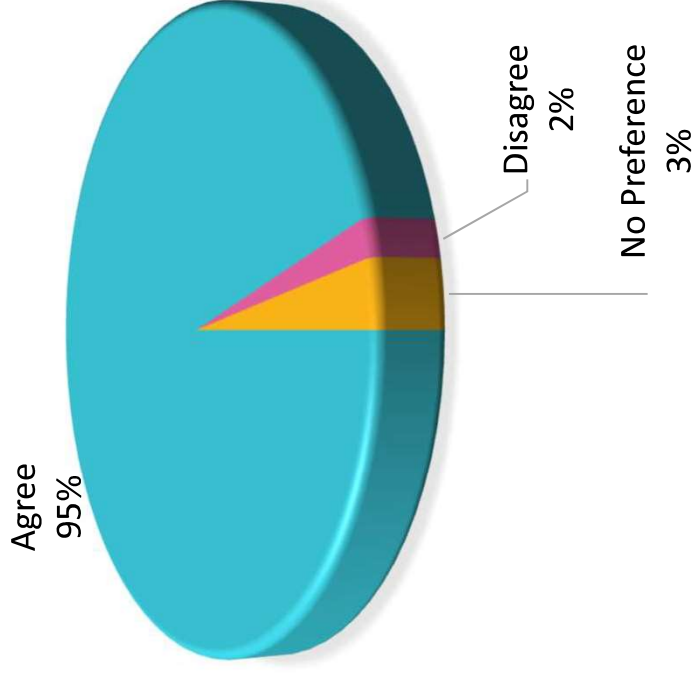
Community Newsletters Strengthen My Connection to My Community



91% of Respondents Believe Community Newsletter Magazines Strengthen their Connection to the Community

Readership Opinions

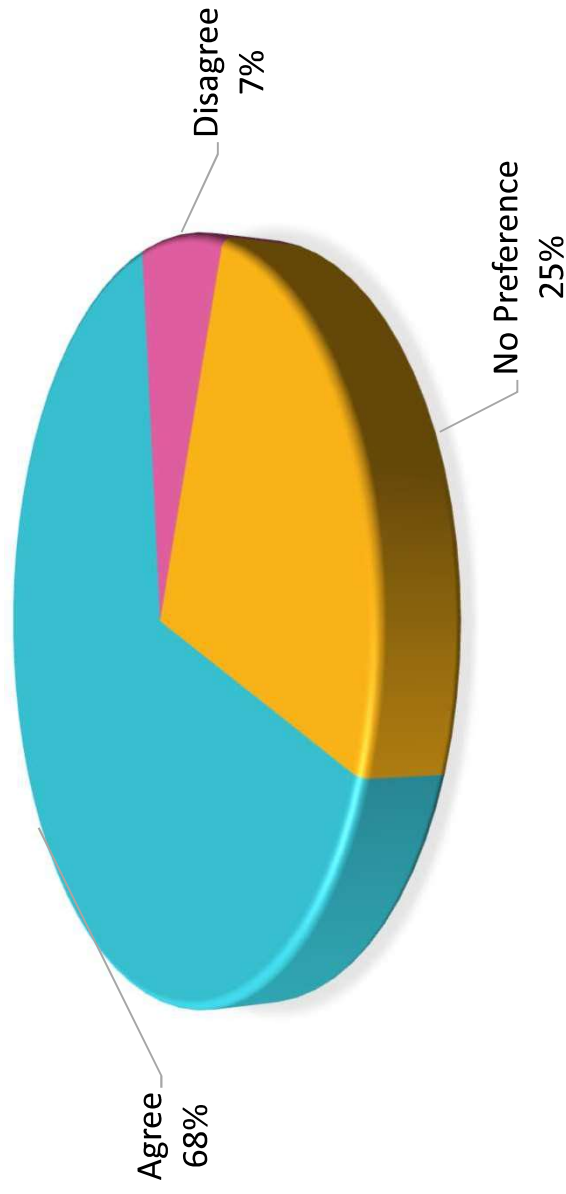
Community Newsletters are a Credible Source of Community Information



95% of Respondents Believe Community Newsletter Magazines are a Credible Source of Community News

Readership Opinions

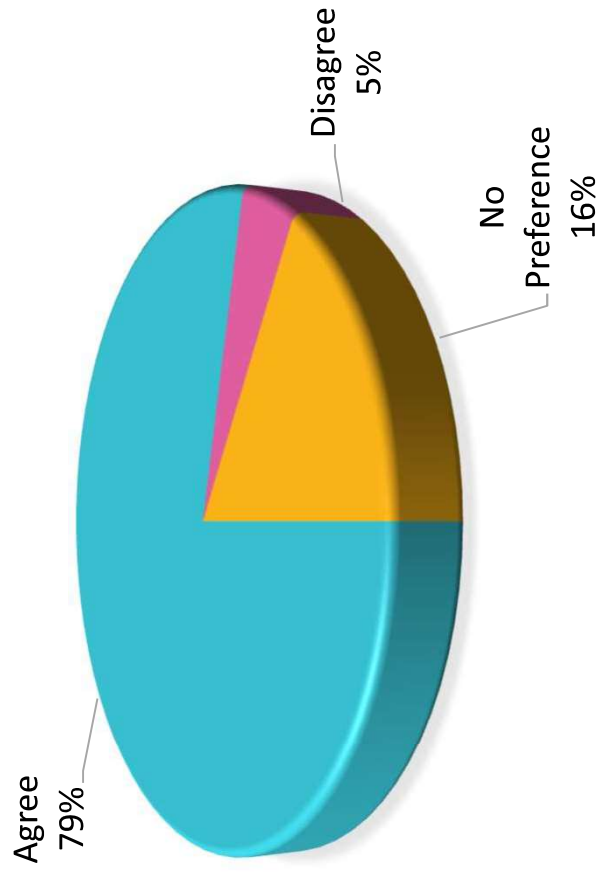
Trusts Businesses that Advertise in Community Newsletters



There is Implied Trust between Businesses that Advertise in Community Newsletters and Community Residents

Readership Opinions

Would Call on Businesses that Advertise in Community Newsletters



79% of Respondents Would Call on Businesses that Advertise

Readership Needs

CONTRACTORS	Important	Not Important
General Contractors	89%	11%
Landscaping	85%	15%
Renovations	87%	13%
Electricians	89%	11%
Plumbing	90%	10%
Heating & Air Conditioning	88%	12%
Furnance Cleaning	85%	15%
Cleaning Services	83%	17%

Awareness of Contractors of all Types are
Highly Valued by Community Residents



Readership Needs

ENTERTAINMENT & RECREATION		Important	Not Important
Restaurants		96%	4%
Gyms/Sports Programs		93%	7%
Performing Arts		92%	8%
Community Programs		97%	3%
Golf courses		61%	39%

Residents Value Staying Aware of Food,
Entertainment, Recreation, and Community Programs

Readership Needs

HEALTH & WELLNESS		Important	Not Important
Doctors		95%	5%
Veterinarians		78%	22%
Pharmacies		91%	9%
Dental Clinics		90%	10%
Skin Care		76%	24%
Chiropractors		80%	20%
Physiotherapists		87%	13%
Aesthetics / Spa		78%	22%

Awareness of Health & Wellness Services are
Highly Valued by Community Residents



Readership Needs

FAMILY	Important	Not Important
Daycares / Dayhomes	95%	5%
Preschools / Schools	71%	29%
Home Care Assistance	72%	28%
Groceries	91%	9%
Churches / Temples	60%	40%

Family Related Services are Highly
Valued by Community Residents

Readership Needs

PROFESSIONAL SERVICES	Important	Not Important
Banking	87%	13%
Insurance Professionals	76%	24%
Mortgage Experts	69%	31%
Financial Planners	72%	28%
Lawyers / Mediators	77%	23%
Automotive Repair	86%	14%
Local Real Estate Agents	76%	24%

Professional Services are Highly
Valued by Community Residents



Summary of Survey Results

- 5,104 Survey Respondents.
- 96% of Respondents Receive a Community Newsletter.
- 62% of Respondents Always Read their Community Newsletter; 90% of Respondents Read their Newsletters.
- 89% of Respondents Value Staying Aware of Community News.
- The Dominant Source for Community News Awareness Remains Community Newsletter Magazines.
- There is an Average of 2 Readers Per Household.
- 68% of Community Newsletter Magazine Readers are Female.
- Readership is Strong Among those Aged 25 and Above.
- 65% of Respondents are Married or Common Law.
- 55% of Readers are Employed.
- 70% of Respondents Own their Homes.
- 85% of Households have 2 or More Residents.
- 90% of Respondents Believe Community Newsletter Magazines Strengthen their Connection to the Community.
- 95% of Respondents Believe Community Newsletter Magazines are a Credible Source of Community News.
- There is Implied Trust between Businesses that Advertise in Community Newsletters and Community Residents.

Benefits of Community Newsletter Magazine Advertising

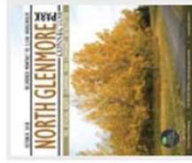
- Extremely good readership.
- Advertising creates credibility, awareness, and trust with community residents.
- Advertise specifically by community and demographic readership profile.
- Much cheaper and more effective than flyer campaigns.
- 22% more delivery distribution by way of “Total Points of Call Distribution” with Canada Post.
- 31 day magazine shelf life.
- Advertising directly supports Calgary communities.



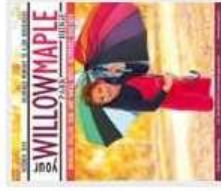
The Federation of Calgary Communities believes that community newsletters are essential to community life here in Calgary, and the value they bring to all Calgarians, organizations, businesses, and the city of Calgary as a whole.

Great News Media

Southwest Calgary Community Newsletter Magazines



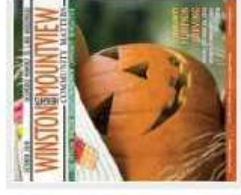
Great News Media Southeast Calgary Community Newsletter Magazines



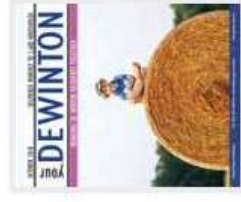
Great News Media Northwest Calgary Community Newsletter Magazines



Great News Media Northeast Calgary Community Newsletter Magazines



Great News Media Nearby Calgary Community Newsletter Magazines



Community Residents Seek CREDIBLE AND TRUSTED BUSINESSES to support their ongoing needs

