



King's Courier

Readership Survey 2010 Analysis

Summary

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Introduction

The King's Courier is published quarterly and distributed to more than 10,500 recipients (11,000 are printed). More than half are sent to Old Collegians, a quarter to past parents, with current parents being sent around 11% of that number. The balance is distributed to future parents, staff, students, and other associates (including advertisers and potential advertisers). A number of Couriers are used for marketing purposes; being sent to primary and intermediate schools as well as prospective parents at shows and those who attend campus tours.

The 2010 Readership Survey was distributed with the winter edition of the Courier. The return of completed surveys was close to 10% and included a relevant cross-section of recipients, making this a more than viable sample of the community. (For example 58% of Old Collegians are sent the Courier and 58% returned completed surveys). Of those who returned surveys, there is a crossover within groups of readers: 103 Old Collegians are also past parents; 9 current parents are also past parents; 17 Old Collegians are also current parents.

The purpose of this readership survey was to communicate with readers, monitor their opinions and expectations and establish if the Courier is still of interest to them. It allowed an opportunity to understand what readers are thinking and what they want from the Courier.

The quantifiable data produced from the survey analysis gives an insight into current readers and recognises reader characteristics: who is reading the Courier; their reading habits, household readership numbers, length of time reading and their general reading habits (print vs. online) plus their levels of satisfaction, its relevance and the credibility of information that the Courier delivers to them. The results will help to determine if there is a need to make changes to the way that the Courier is currently produced and distributed.

The qualitative information provided by readers in the form of comments, gave the opportunity to express satisfaction or dissatisfaction, offer suggestions and provide more in-depth feedback. These comments are included at the end of the analysis and provide an interesting overview of the Couriers reach to a very diverse readership.

An incentive was offered to those who completed the survey (to go in to the draw for a case of wine). Students were offered a voucher to encourage participation.

Overall, the results indicate that the Courier is the most important form of communication provided by the College and in general most readers are very satisfied with it. There is strong indication that it should continue being produced in print, although that it should also be available online. The majority of readers read the full issue and find the content relevant. Half of all readers found it a consistently credible source of information.

Readers indicated that the Courier is the most important source of College information across the King's community. Current Parents, staff and students also selected the E-news as very important and the College website also ranked highly across all groups as an information source.

Comments were mostly very favourable relating to the style, content and visual appeal of the Courier and in particular, the excellent quality of photography was noted frequently. However, the importance of including name captions with photos was commented on.

Results

How many people read the Courier in your household?

69% indicated that 1 – 2 people read the Courier in their household, while a further 23.9 % indicated that 3 – 5 people in their household read the Courier. An estimate from this sample indicates a total readership of over 22,000 for each edition of the Courier.

How often do you read the Courier?

More than 80% of recipients read every Courier while a further 10% said they read most Couriers. Less than 1% said they never read the Courier.

How much total time do you typically spend reading an issue?

35% of readers said they spend 30 – 59 minutes reading the Courier, while a further 35% said they read the Courier for 10 – 29 minutes. More than 18% of readers indicated that they spend more than 60 minutes to read the Courier.

How long do you keep the Courier after you have read it?

More than a third of readers said they file each edition of the Courier for future reference, while a further third keep it for a week. The remaining third keep the Courier until they receive the next edition.

Frequency?

Almost 79% indicated that they like receiving the Courier four times per year. 6% answered that the Courier should be produced more often, with 21% of this number saying they would like to receive 6 per year. Almost 9% said there should be less Couriers produced each year - 18% of these readers suggesting 3 per year.

Reading Habits - Preference – Print or online? (Courier)

82% of readers said their preference is to read the Courier in print, but 9.6% said they would like it to also be available online also.

Reading Habits - Preference – Print or online? (General magazine reading habits)

82% of readers read print only, while 15% said they also read online as well.

Which sections of the Courier do you read?

The full issue is read by 86.4% of Old Collegians; 76% current parents; 74% past parents; 66% staff; 66% students; 73% others.

Overall satisfaction with the King's Courier?

More than 73% of readers indicated they are very satisfied with the Courier. A further 20% are somewhat satisfied while 5% selected neutral for this question. No one indicated dissatisfaction.

Readers within groups who indicated that they are very satisfied with the Courier include: Old collegians – 73%; current parents – 75%; past parents – 78%; Staff - 69%; Students – 41%; Other – 91%

How relevant do you find the articles?

More than 55% of readers overall said they find the Courier very relevant while 31% said they found it somewhat relevant. Less than 1% said they found the Courier irrelevant.

More than half of all groups of readers find the Courier relevant: Old Collegians – 53%; Current Parent 56%; Past Parents – 62%; Staff – 69%; Students 17.9%; Other – 76%.

Is the Courier a credible source?

45% of readers said that the Courier is consistently a credible source of information, while a further 20% said it is generally credible.

How do you generally acquire information about King's? (several choices allowed)

Answers vary depending on association with the College, but across all groups more than 67% said that the Courier is their main source of College information. Word of mouth and Other Old Collegians rated highly along with the E-news and College website.

- Old Collegians** – Courier followed by Word of Mouth and Other Old Collegians
- Current Parents** – E-news and Email followed by the College website and the Courier
- Past Parents** - Courier, followed by Word of mouth
- Staff** – Word of mouth and E-news
- Students** –E-news, Email, Word of mouth and College website.

