



Markham Life Reader Research

Communication Preferences: Markham Residents and *Markham Life Readers*

Presented by
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Communications & Community Relations

Surveys Designed by

Corporate Communications, Recreation
Services and Culture Departments in
association with Jane Armstrong Research
Associates

- Markham Residents - Survey One
 - Purpose of the Research
 - Methodology
 - Summary of Findings
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- *Markham Life Users* – Survey Two
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 - Methodology
 - Summary of Findings
 - Top-line Survey Results
- Survey Comparisons and Conclusions

Survey One – September

Telephone Survey

of Markham Residents

Designed by

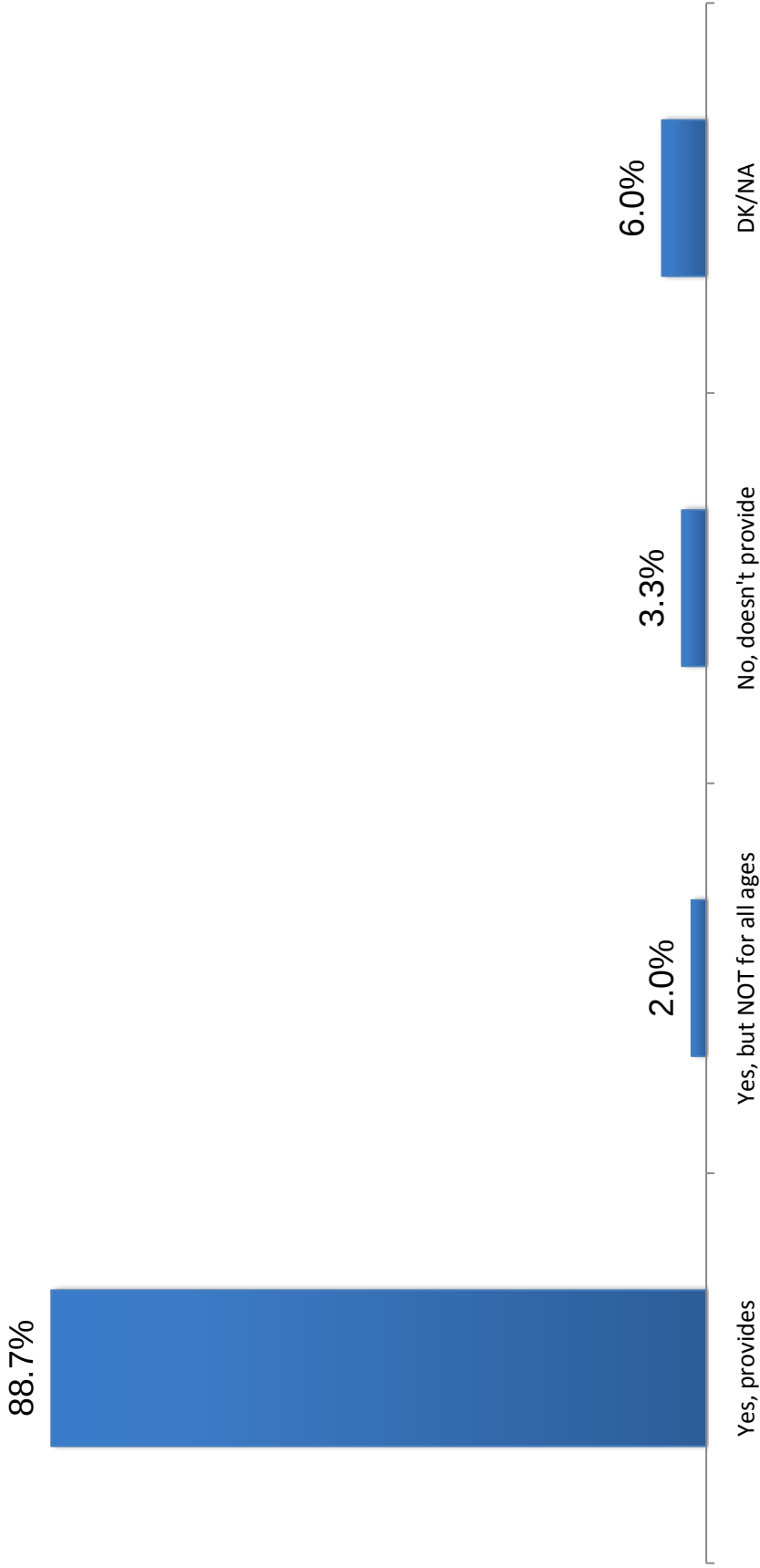
Corporate Communications, Recreation
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- To gain a better understanding of communications preferences regarding Town programs and services
- Special focus on *Markham Life*

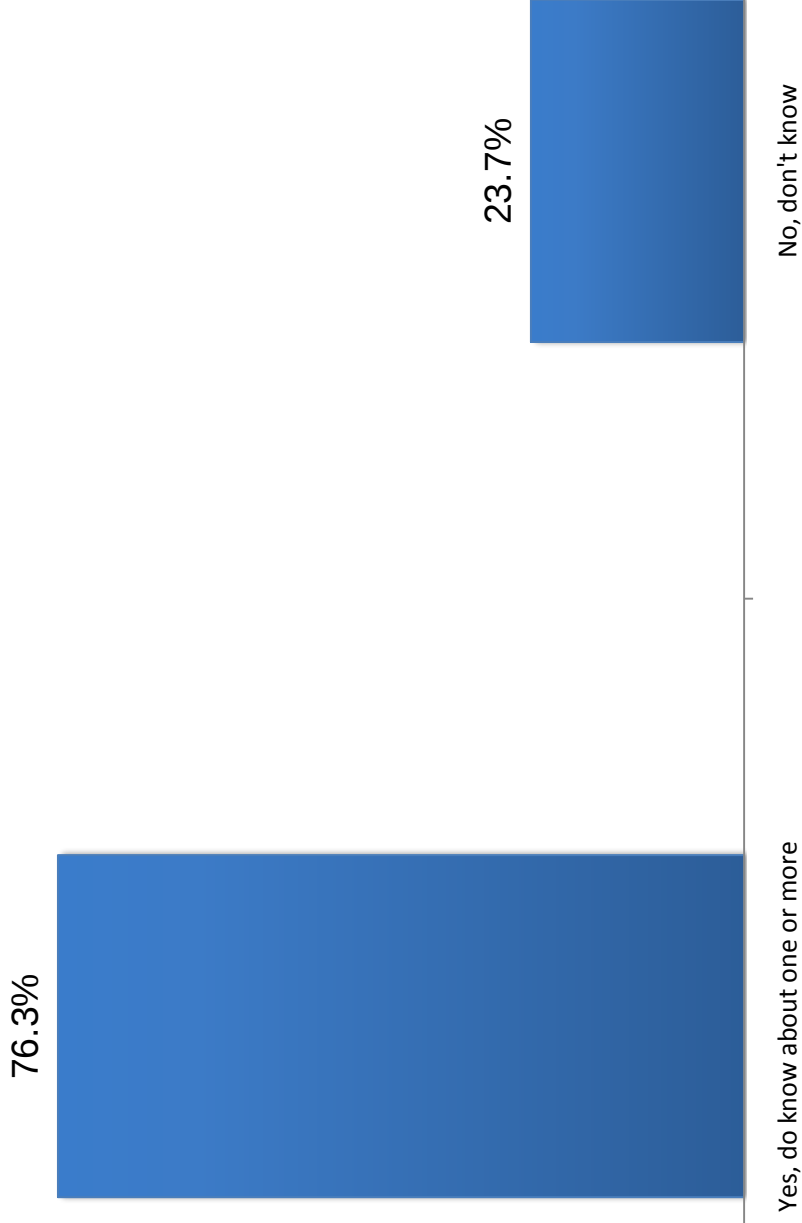
- A seven minute telephone survey was conducted in English from September 12 to September 16, 2011
- Random digit dialing (RDD) was used to generate telephone numbers
- The sample (n=300) was drawn to represent people in the general population, 18+, who are residents of the Town of Markham
- The margin of error for a sample of 300 is plus or minus 5.6 percentage points, 19 times out of 20
- Response rate was 14%
(Response rate is typical for a survey of this kind)
- Language interpretation was made available if survey consent given and interpretation required. (French, Chinese, Tamil, Punjabi, Urdu, Farsi)

- Very high awareness of Markham's programs, generally (89%) and specifically (76%) ; a plurality of residents go online to learn more about these programs
- Strong awareness of *Markham Life*, the magazine (67%)
- Among the 3 in 10 who report signing up for a program, considerably more heard about the program via the magazine than online
- But close to equal numbers chose either the magazine or online to get more detailed information
- Among the 5 in 10 who have not signed up for a Town program, most cite reasons other than communication issues (lack of interest and scheduling issues being the most frequently mentioned)
- Regarding preferences for information sources, online might have a slight edge but opinion is still largely divided between online and printed; a significant quarter (or so) want both

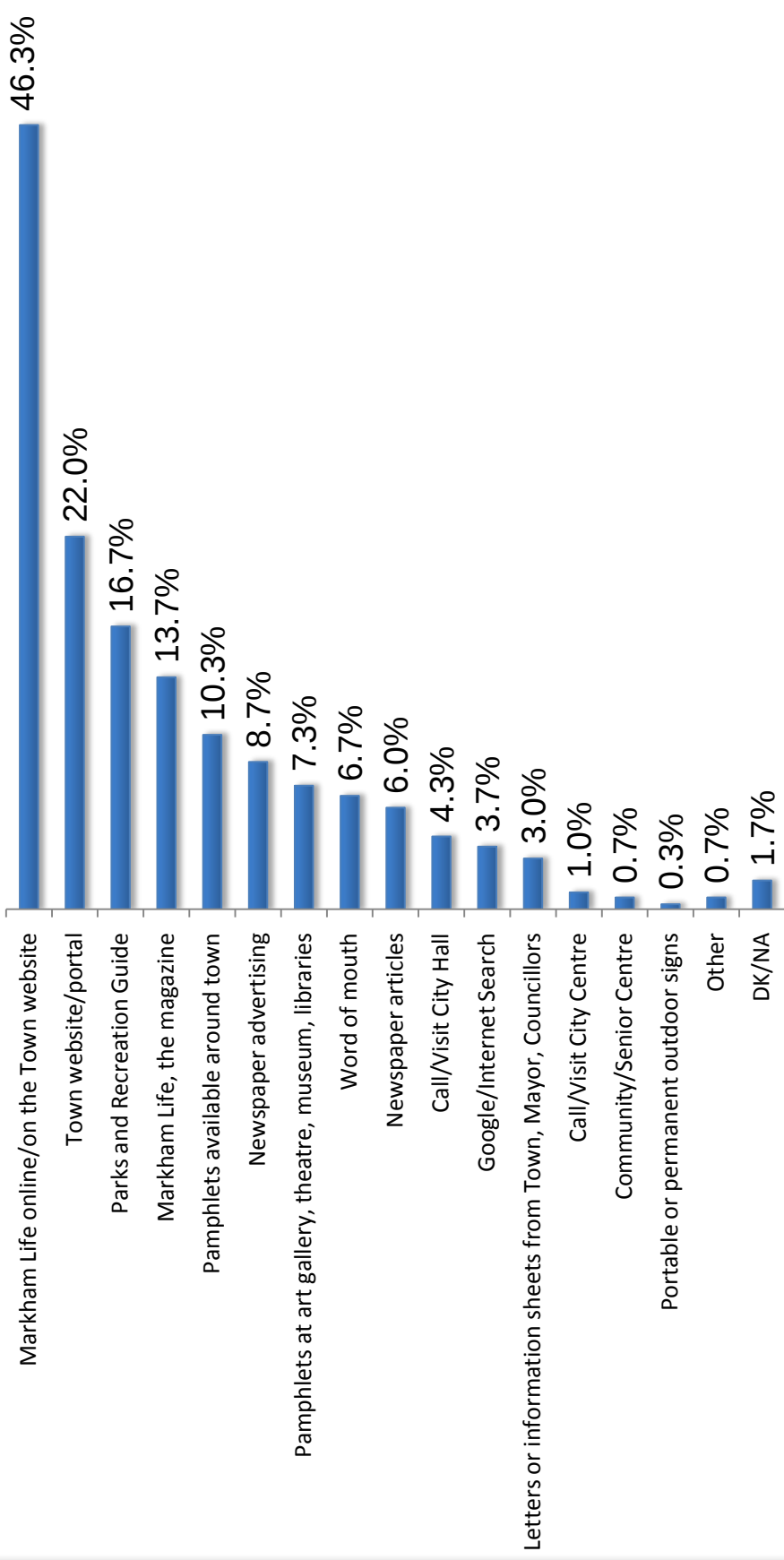
Do you know if the Town of Markham provides recreation, culture and library services and programs for all ages?



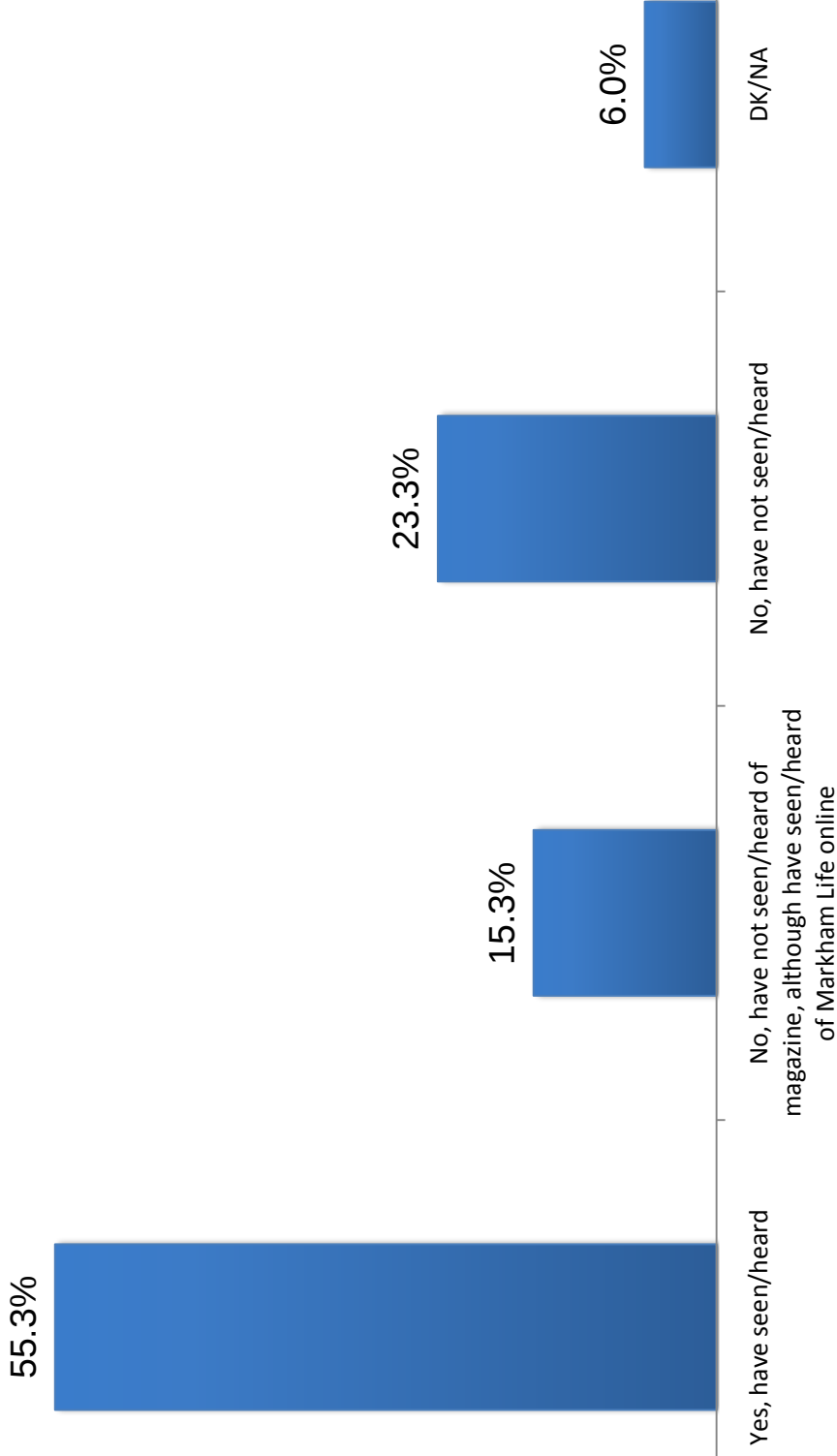
Thinking specifically now, do you know anything about one or more of these actual recreation, culture and library programs and services?



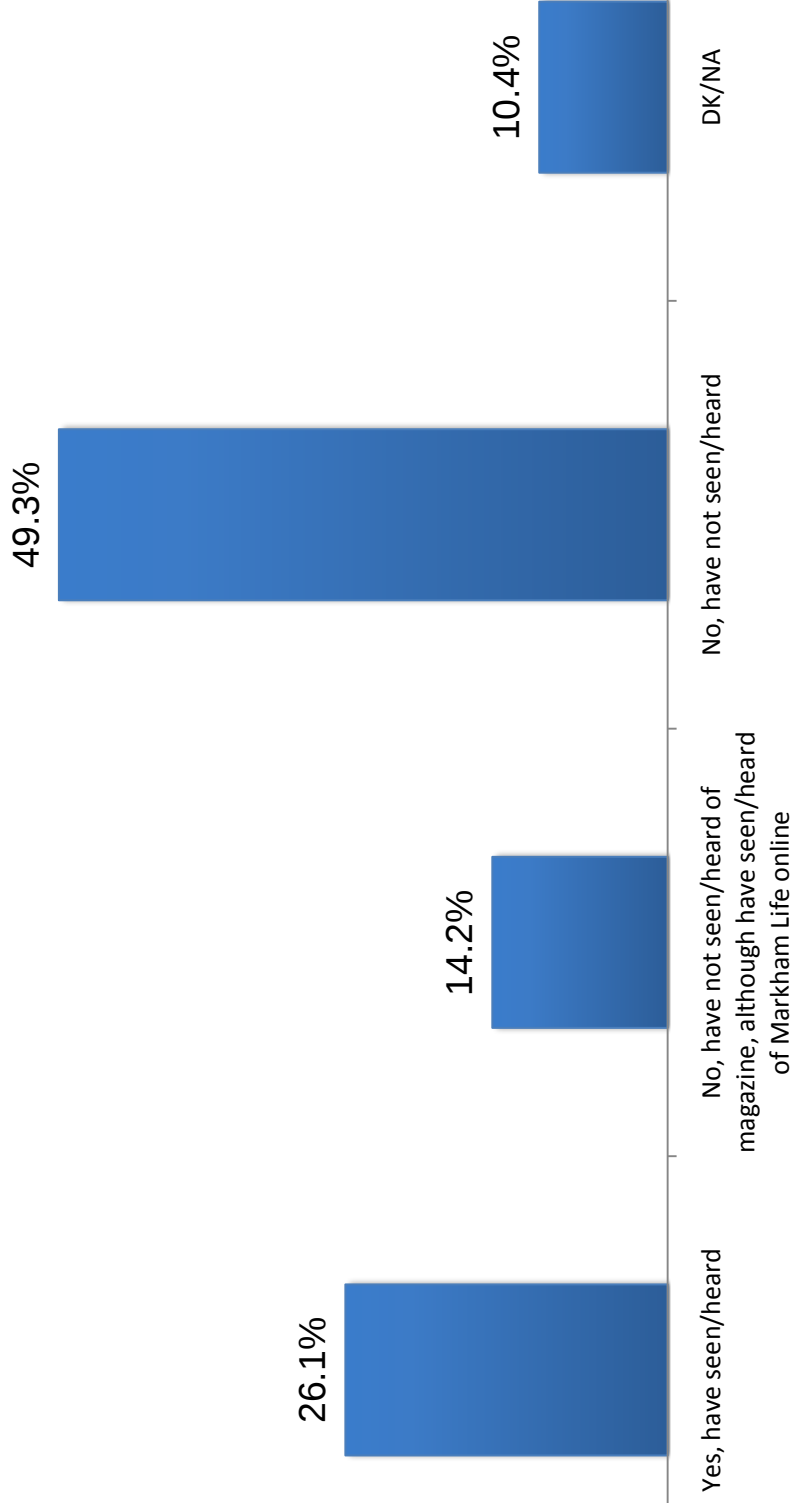
If you wanted to know more about these programs and services, how would you typically seek out information about them?



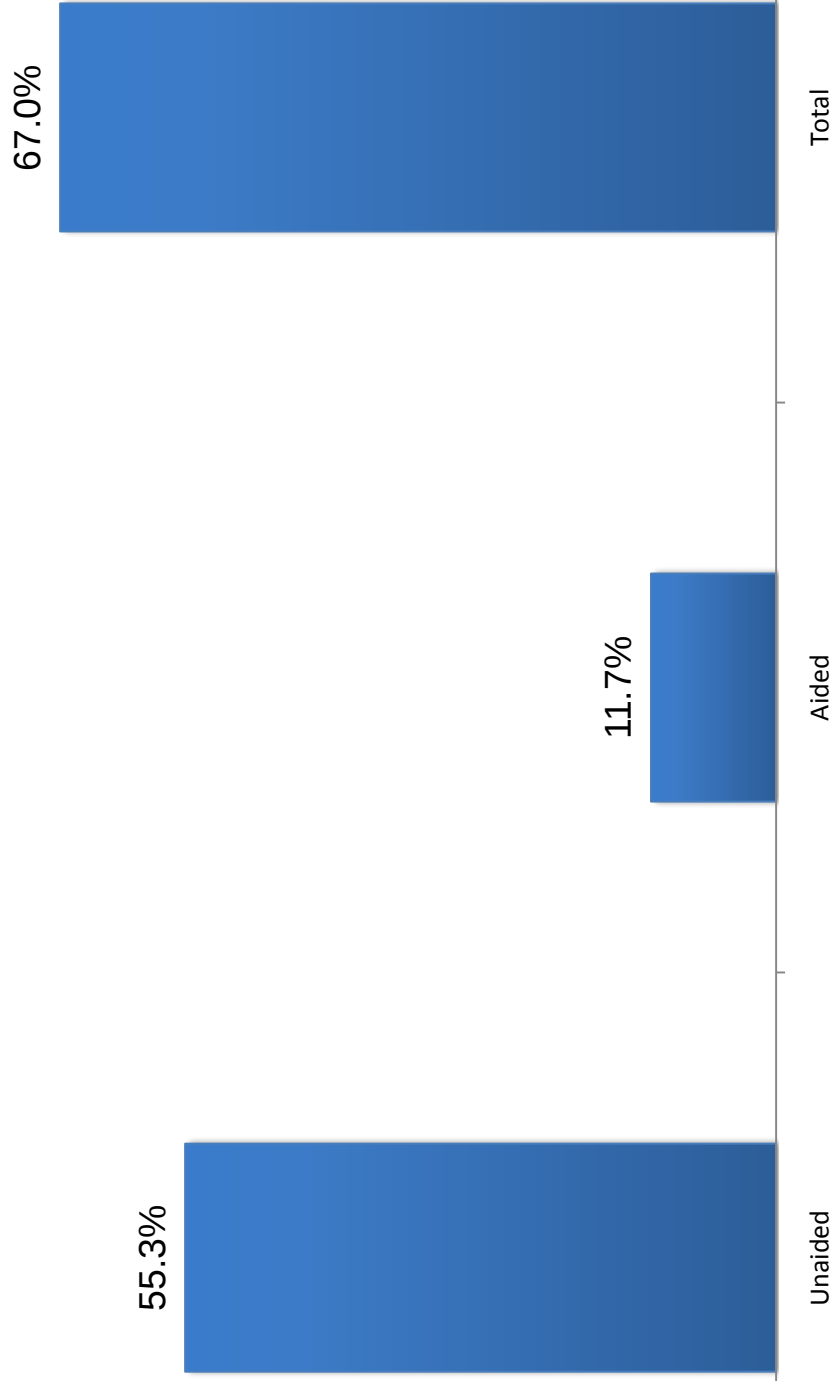
Have you seen or heard of *Markham Life*, which is a magazine put out by the Town of Markham?

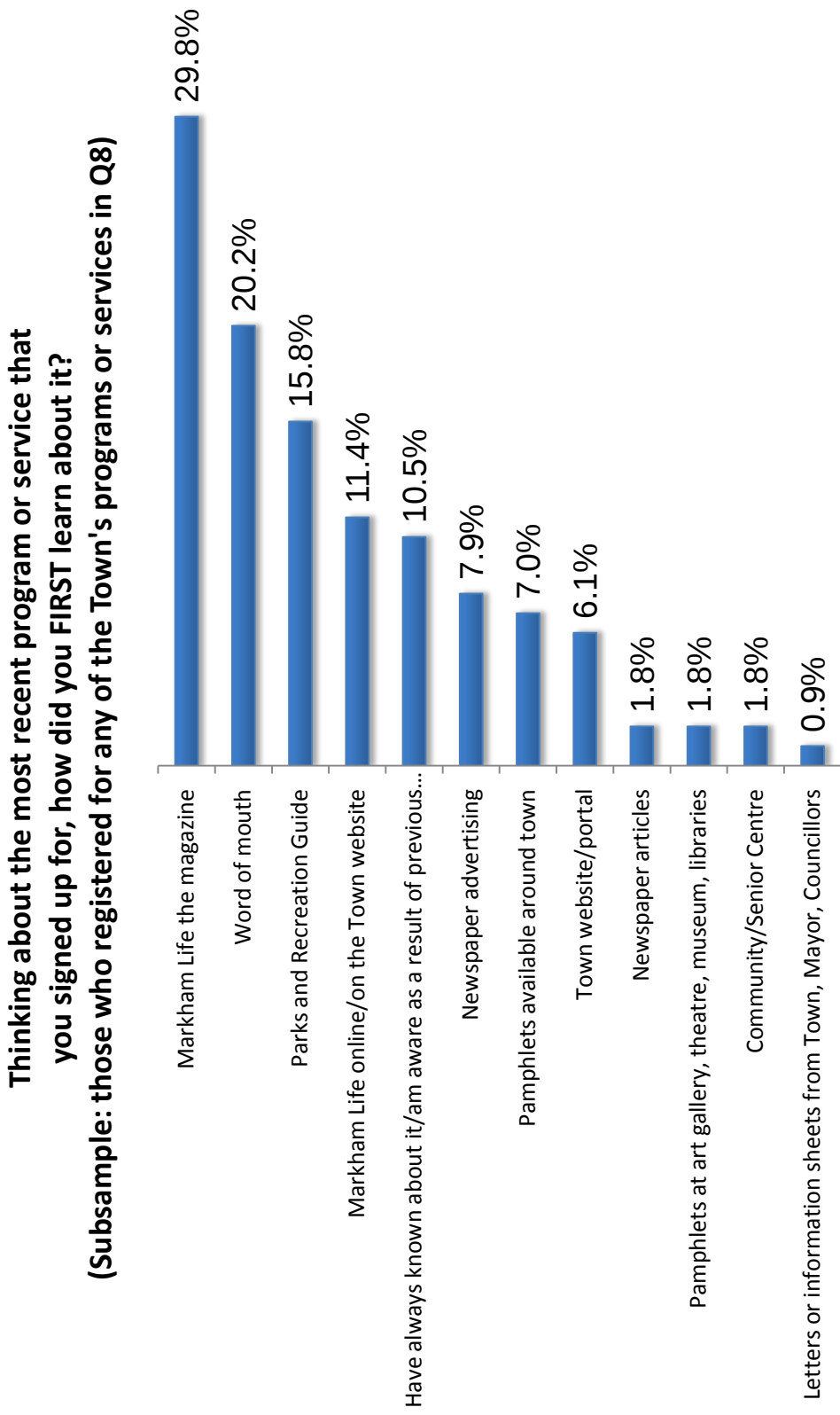


Are you sure you haven't seen or heard of *Markham Life* magazine?
(Subsample: those who have not seen or heard of *Markham Life*, the magazine)

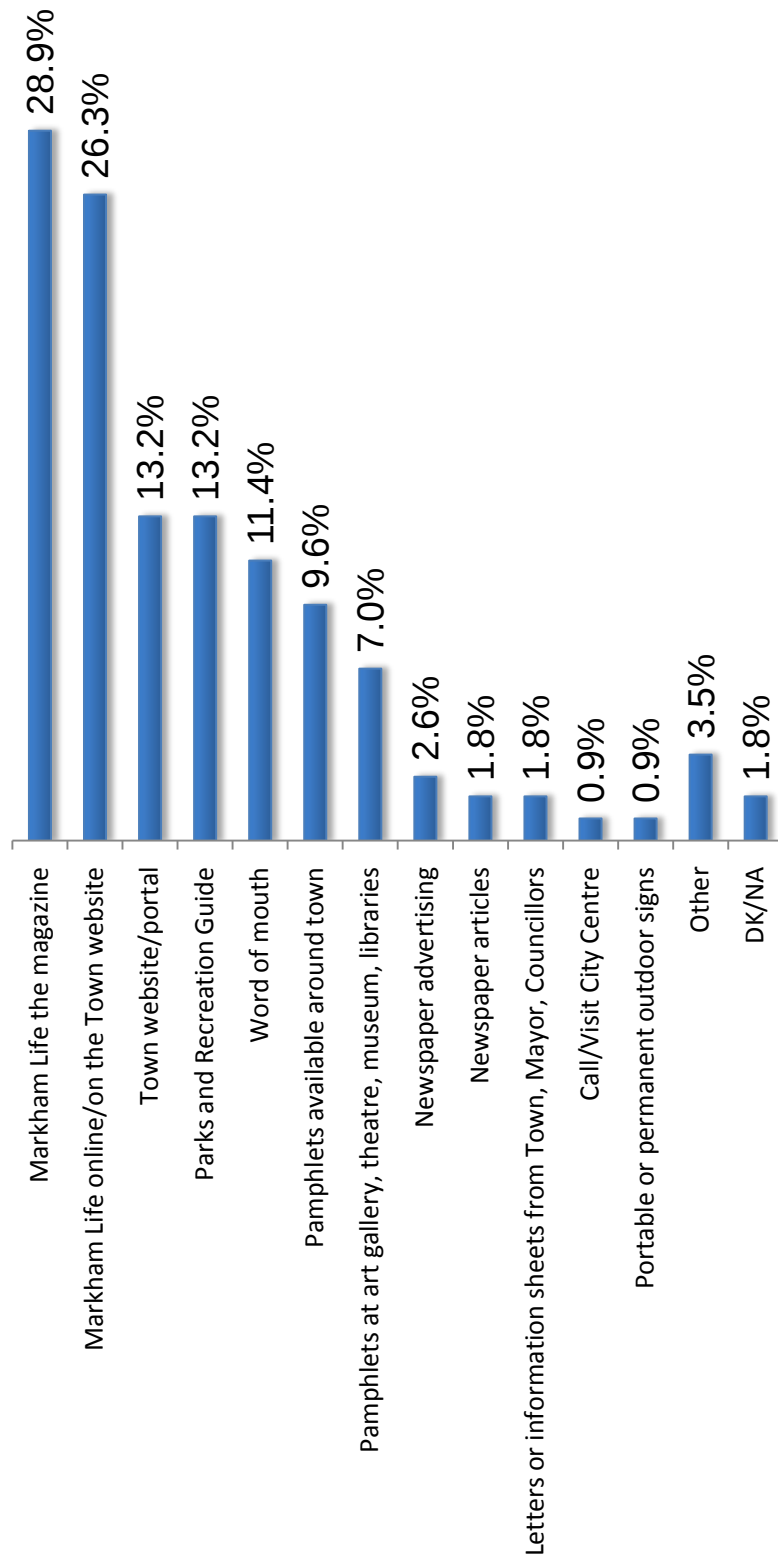


Awareness of *Markham Life*, the magazine (unaided + aided)

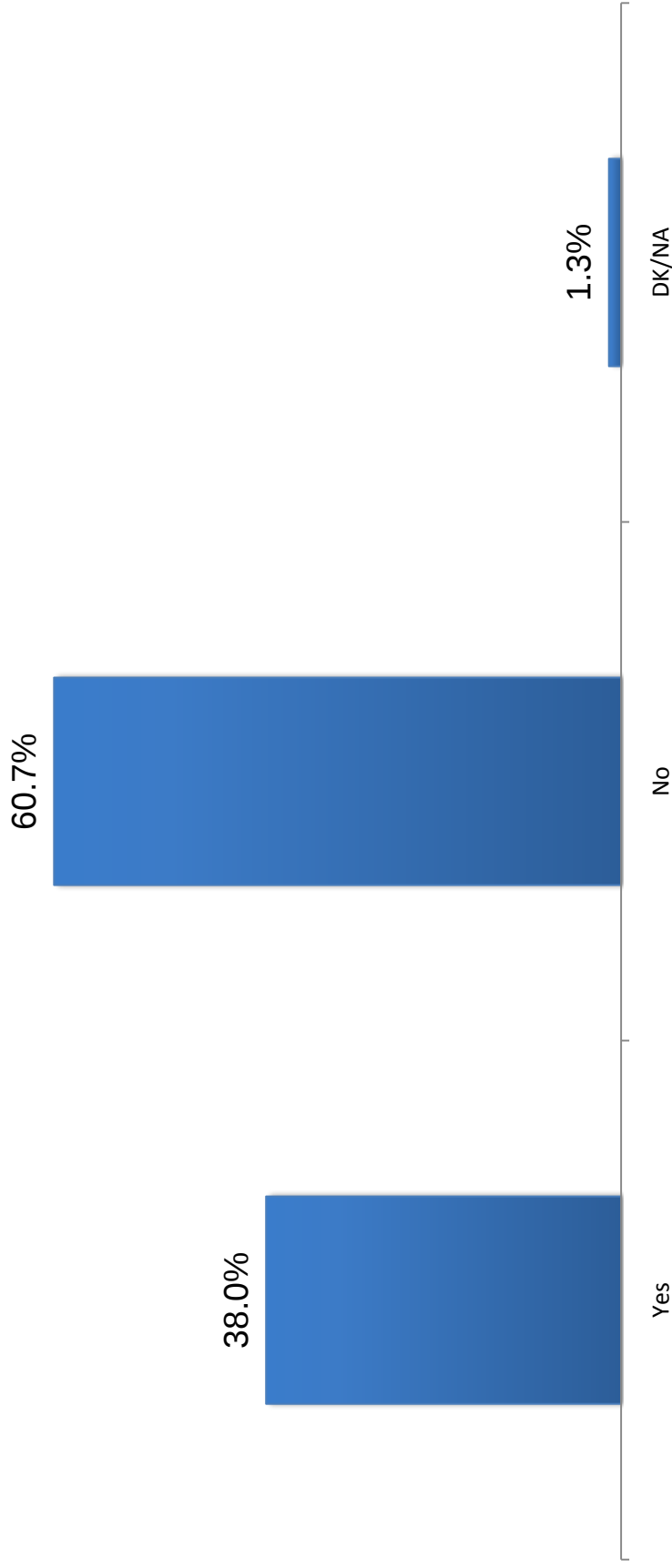




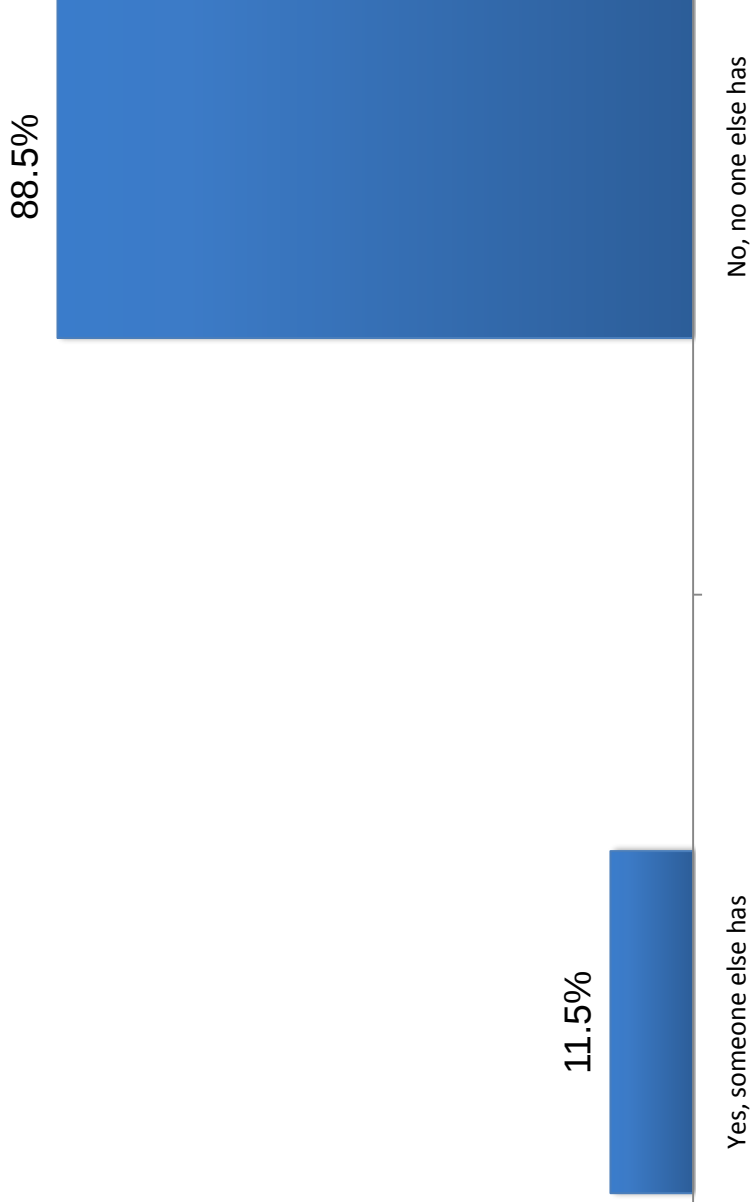
**Apart from how you first learned about the program,
what was your main source of detailed information?**
(Subsample: those who registered for any of the Town's programs)



In the last year, have you, on behalf of yourself or someone else in your household, signed up or registered for any of the Town's recreation, culture or library programs and services for which you have to pay a fee?



Has anyone else in your household signed up or registered, on your behalf or someone else's behalf, for a Town program that you have to pay a fee for?
(Subsample: those who did not personally register for any of the Town's programs or services)



Anyone in household (self or other person) signed up for Town program?

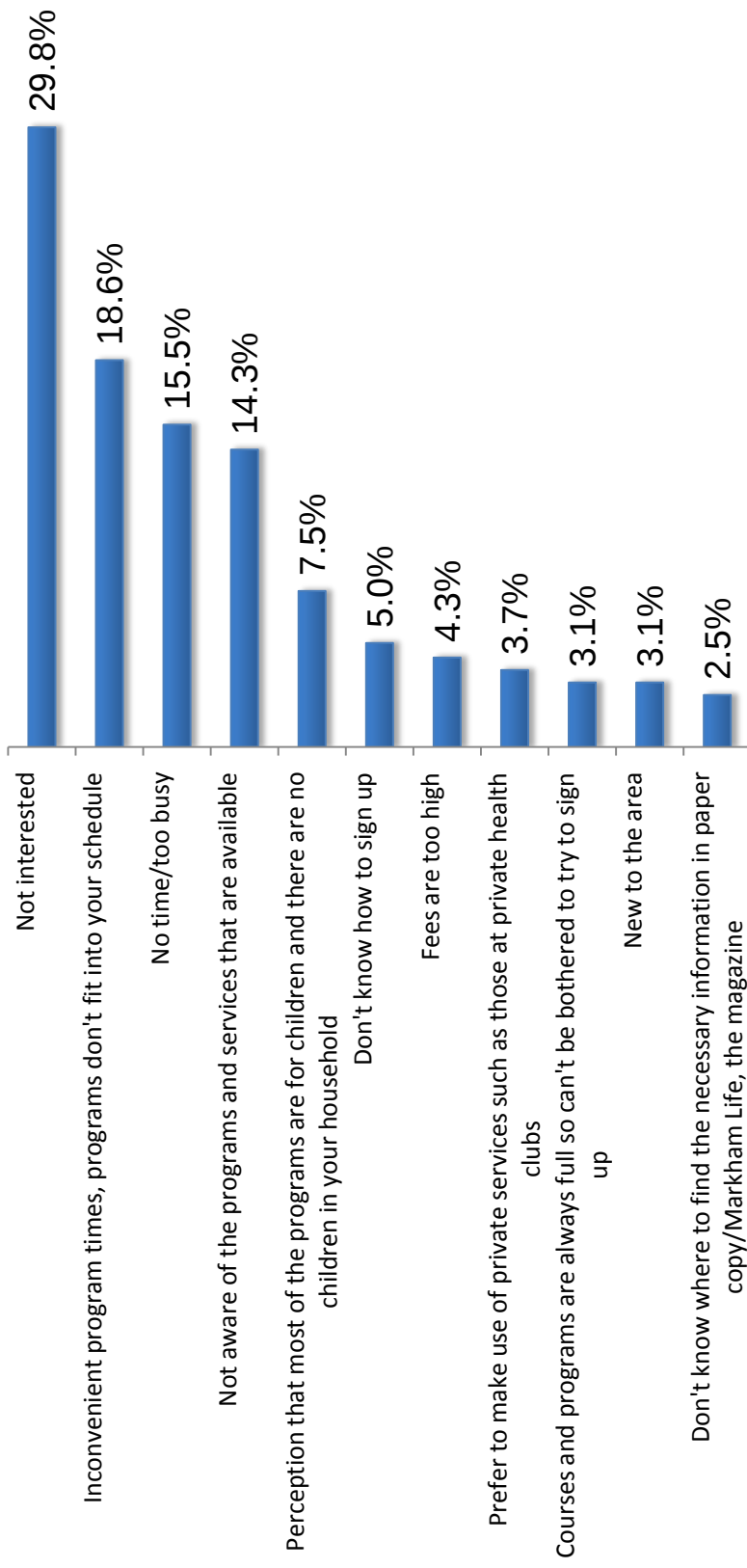
54.0%

45.0%

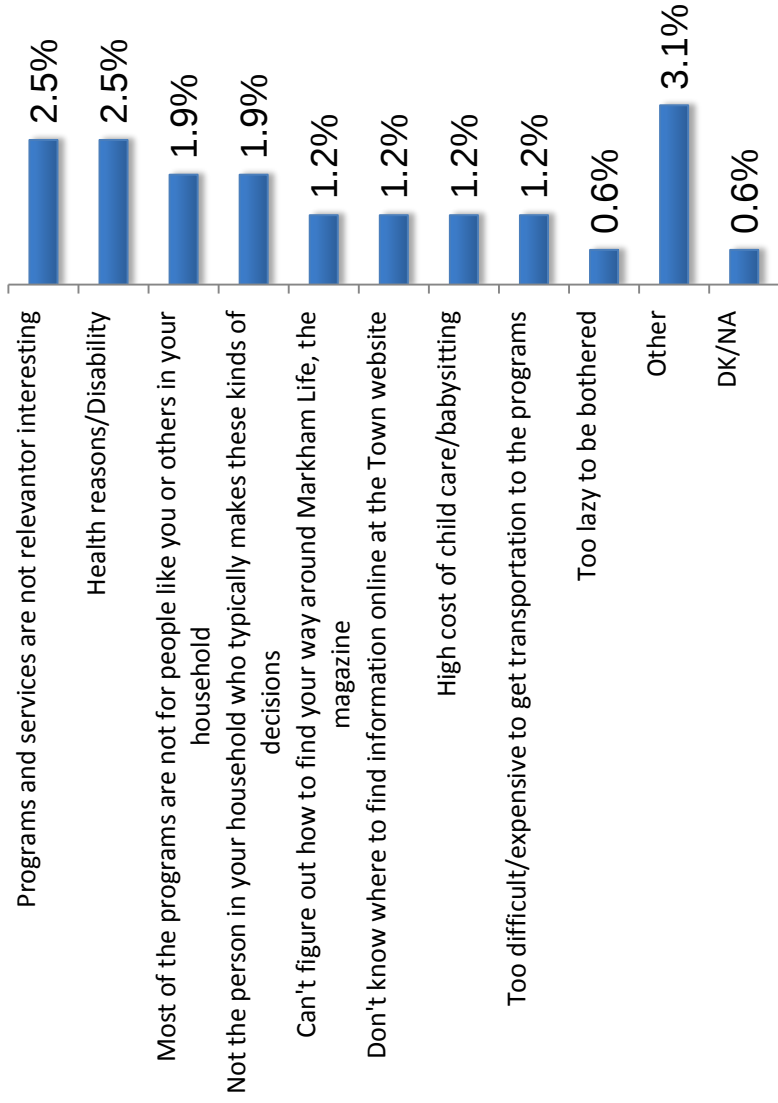
Yes, someone

No, no one

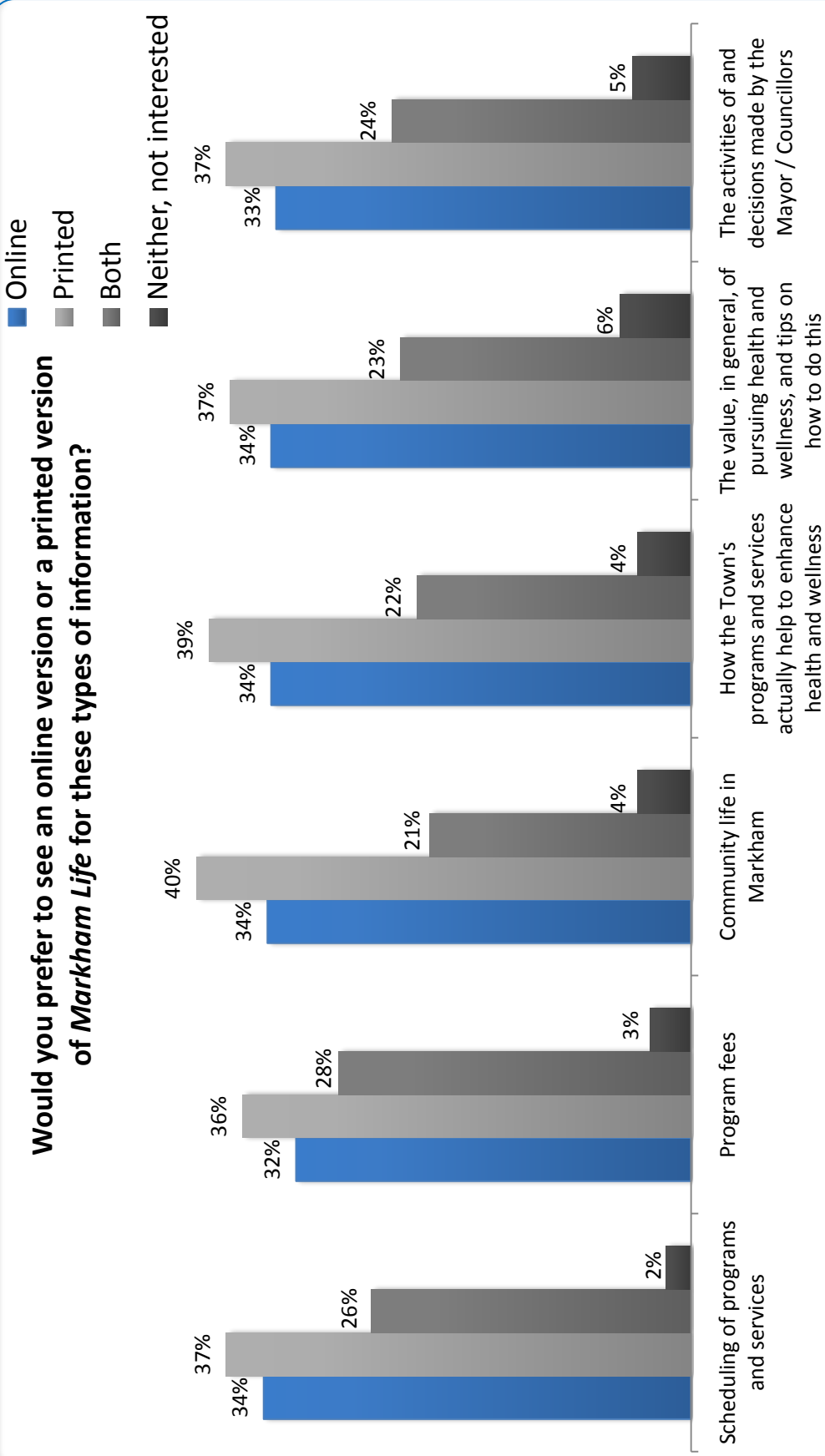
Can you tell me why you have not signed up for any of these programs or services in the past year?
(Subsample: those who did not register for any of the Town's programs or services)



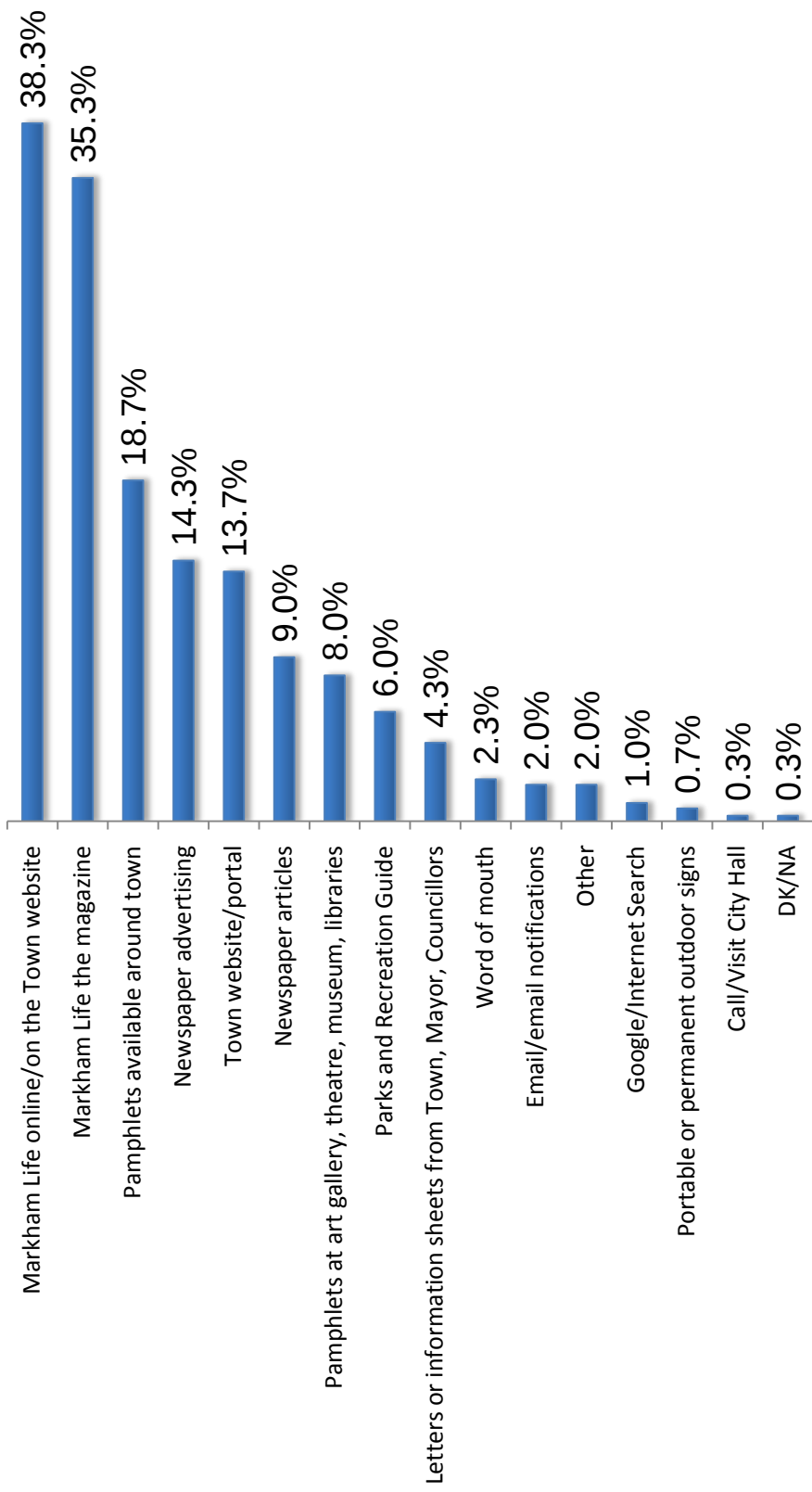
**Can you tell me why you have not signed up for
any of these programs or services in the past year?**
(Subsample: those who did not register for any of the Town's programs or services)
...Continued



Would you prefer to see an online version or a printed version of *Markham Life* for these types of information?



In general, how would you prefer to learn about Town services and programs?



Survey Two - August-September

On-line Survey

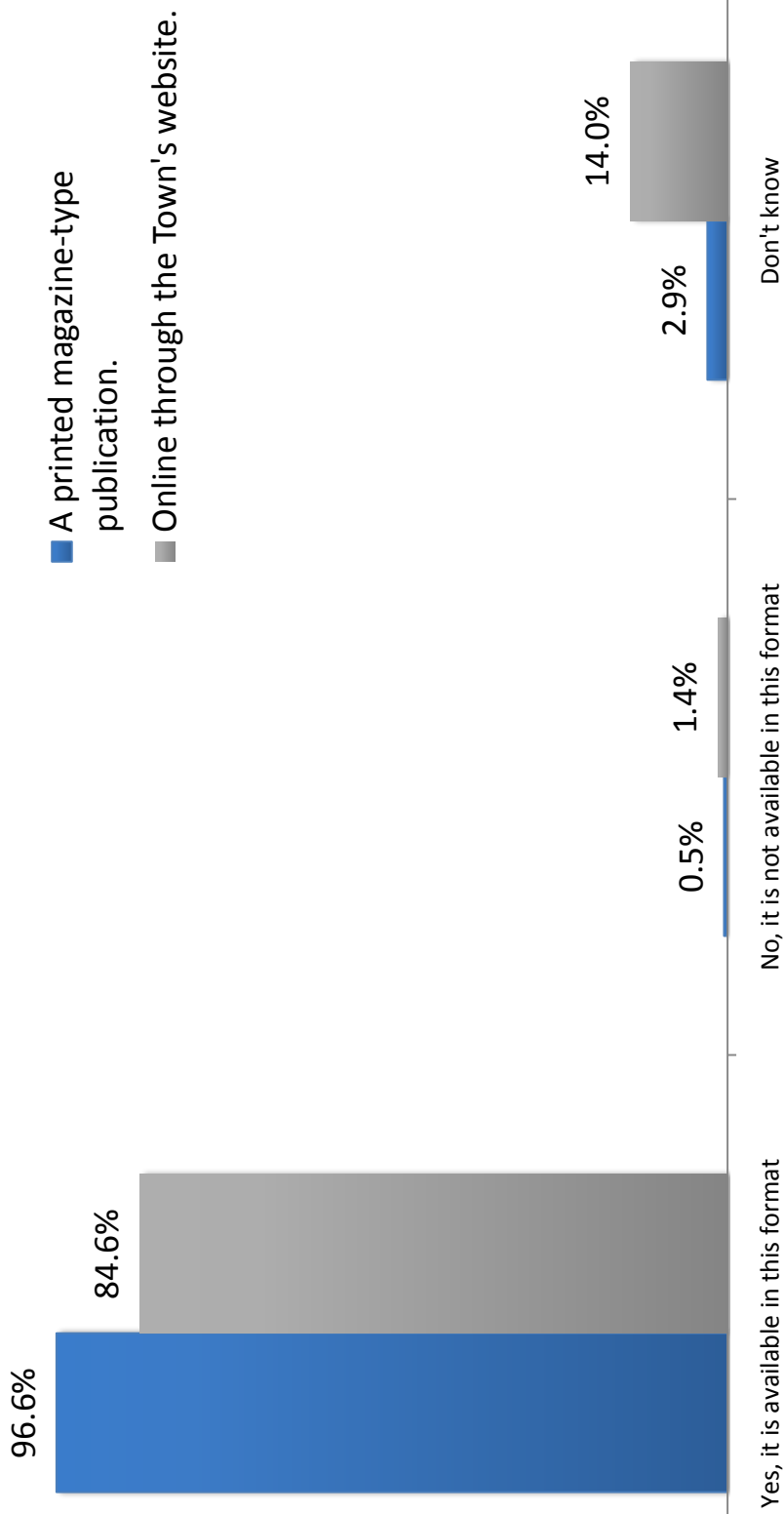
of *Markham Life* Users

- To gain a better understanding of communication preferences regarding Town programs and services
- Special focus on users of *Markham Life*

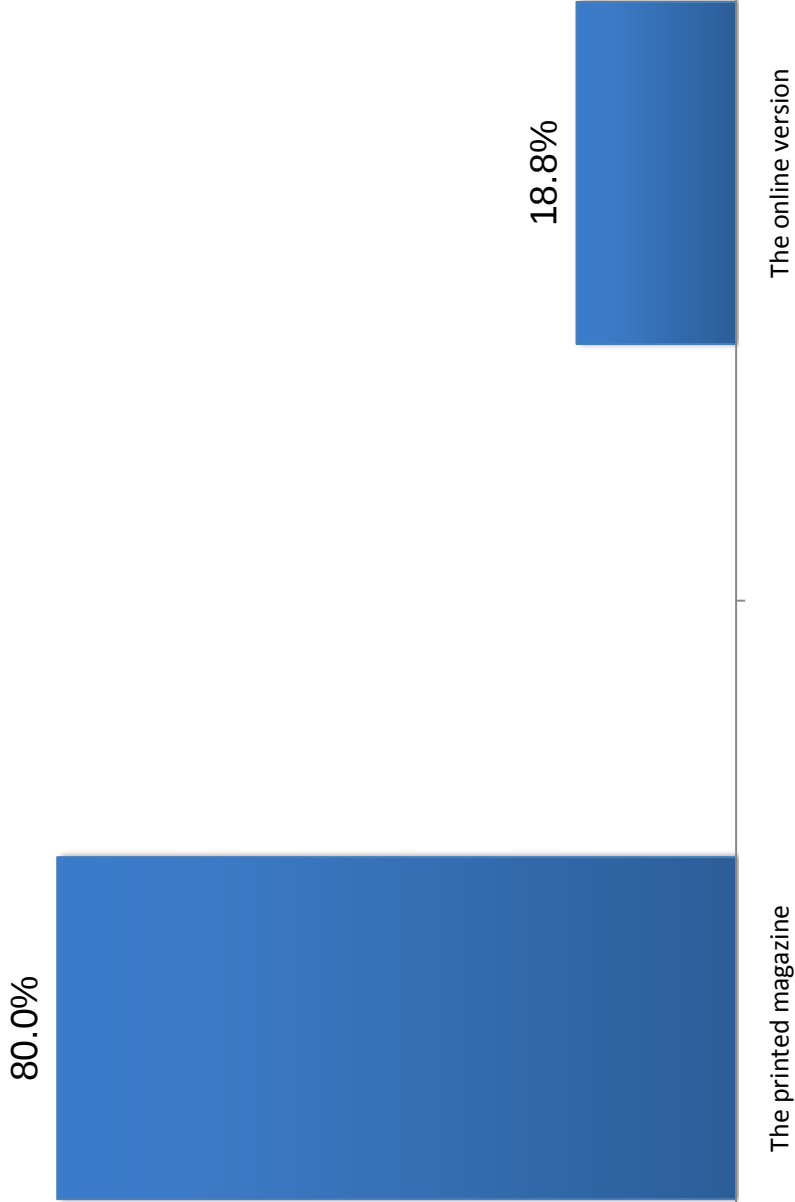
- People who registered for general/aquatic programs on the Town of Markham website were invited to complete an online questionnaire about Markham Life after their registration process was complete
 - A free swim/skate pass was offered as a thank you for completing the questionnaire
- A total of 415 questionnaires were completed online
- The survey was administered in English only
- Fieldwork was completed online between August 16 and September 6, 2011
- A sample of 415 in a comparable telephone survey typically has a margin of error of plus or minus 4.8 percentage points, 19 times out of 20
 - Note that the Canadian Marketing Research and Intelligence Association does not currently endorse the use of margins of error for internet samples

- High awareness of both printed and online formats of *Markham Life*
- Most (8 in 10) used the printed magazine in their most recent experience, and most (7 in 10) also first learned about the program via the magazine
- Most continue to keep using *Markham Life*, although loyalty is higher among those who most recently used the magazine version as opposed to the online version
- *Markham Life* gets top marks for “usefulness” and “reliability,” lower marks for “interesting”; magazine rated slightly higher on all features but one (“appealing”)
- Newspaper delivery method works for most (8/10)
- Among the 1 in 10 who are first-time users of *Markham Life*, 4 in 10 say they were previously not aware of it
- Users want to receive general and specific information *both* in a printed and online version
- Comparison of residents and users shows that users are more adamant than residents that *both* the magazine and online formats are valuable.
- When asked to rate a number of Town programs, libraries get the highest rating and hobby groups the lowest

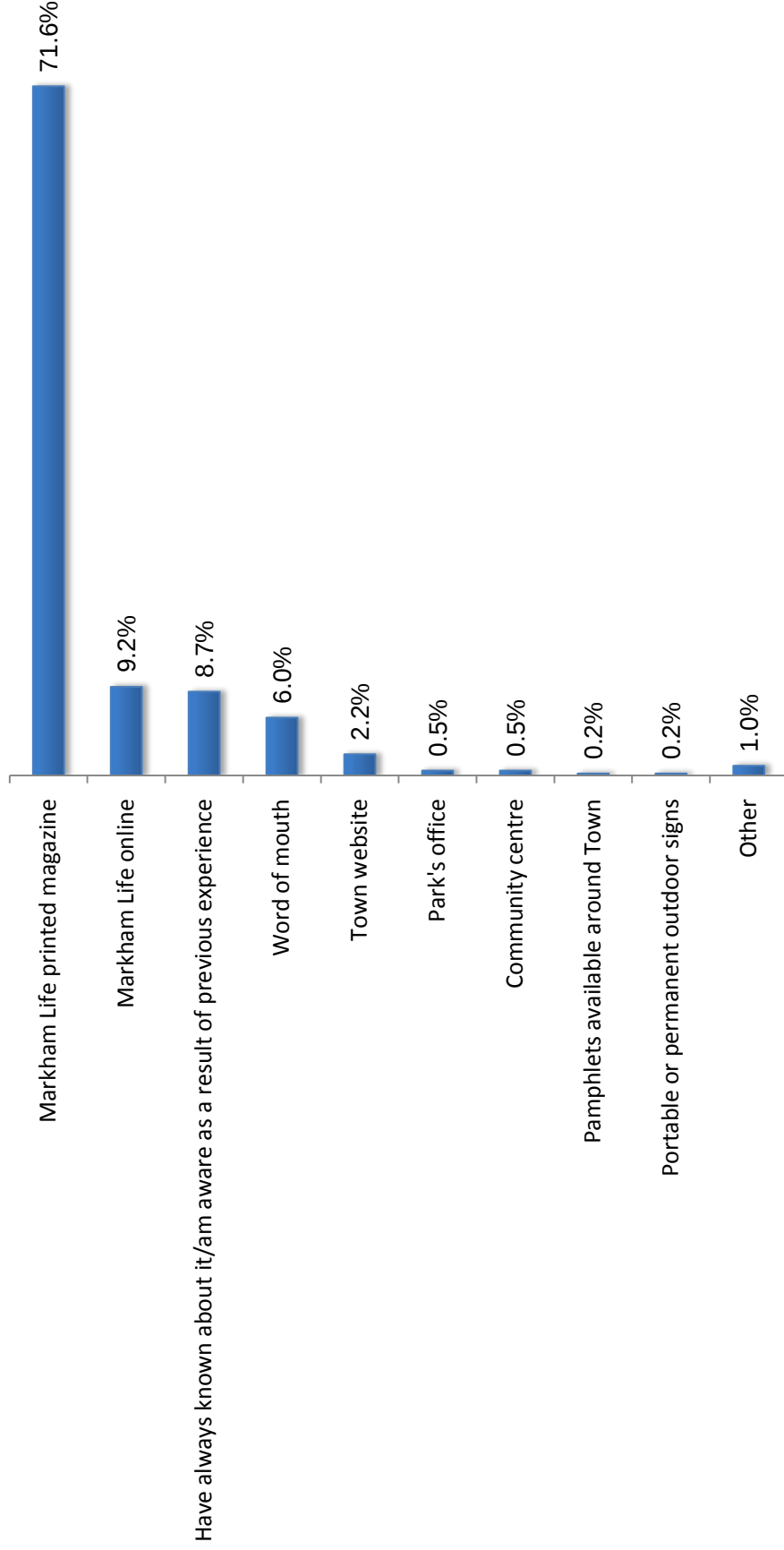
Do you know whether *Markham Life* is available in these different formats...



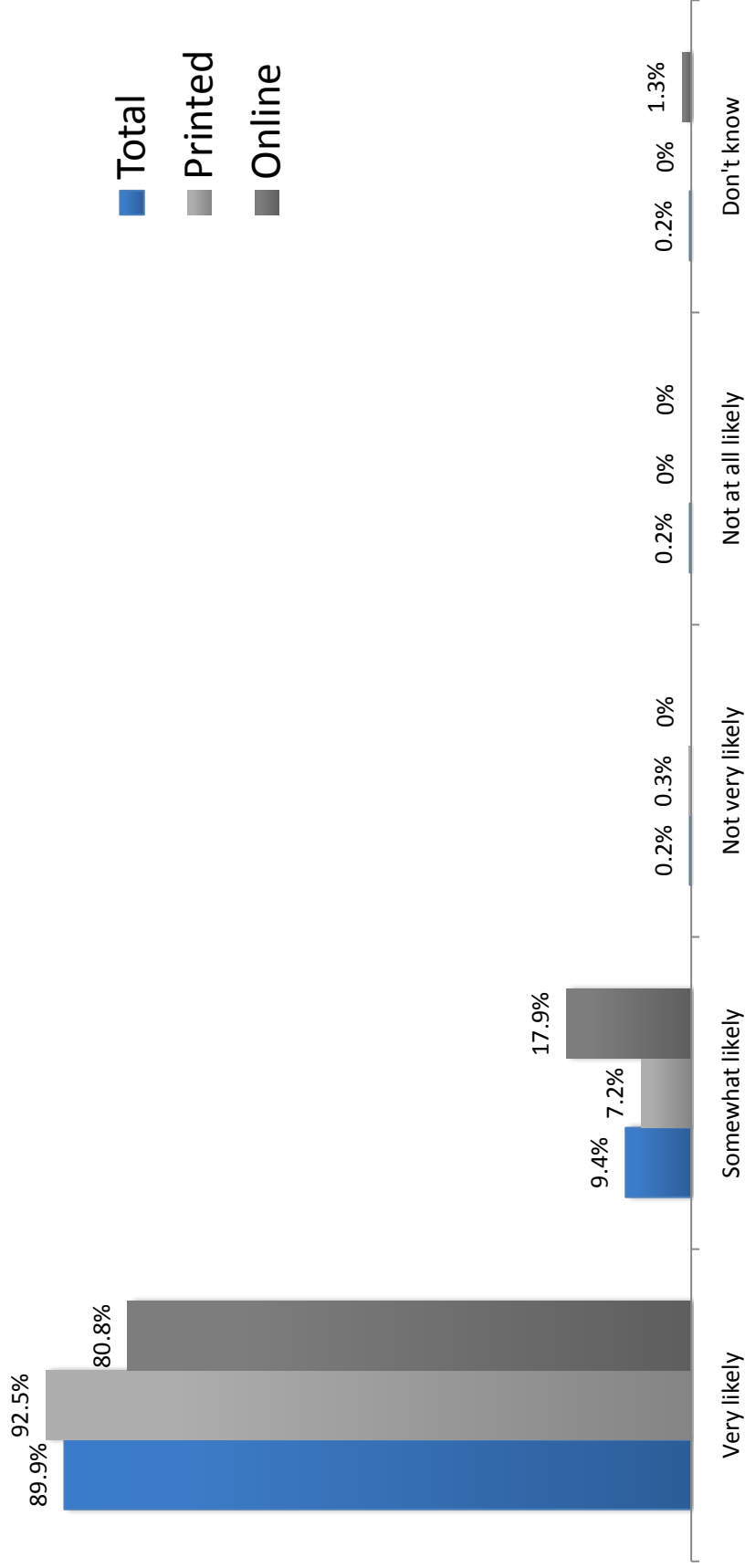
When you think of your most recent use of *Markham Life*, did you primarily use *Markham Life*, the magazine, or an online version of *Markham Life*, available on the Town of Markham website?



Thinking about the most recent program or service that you signed up or registered for, how did you first learn about it?



You have said that you used *Markham Life* as a source of information about Town programs and services. How likely are you to keep using *Markham Life* as a source of information about Town programs and services?

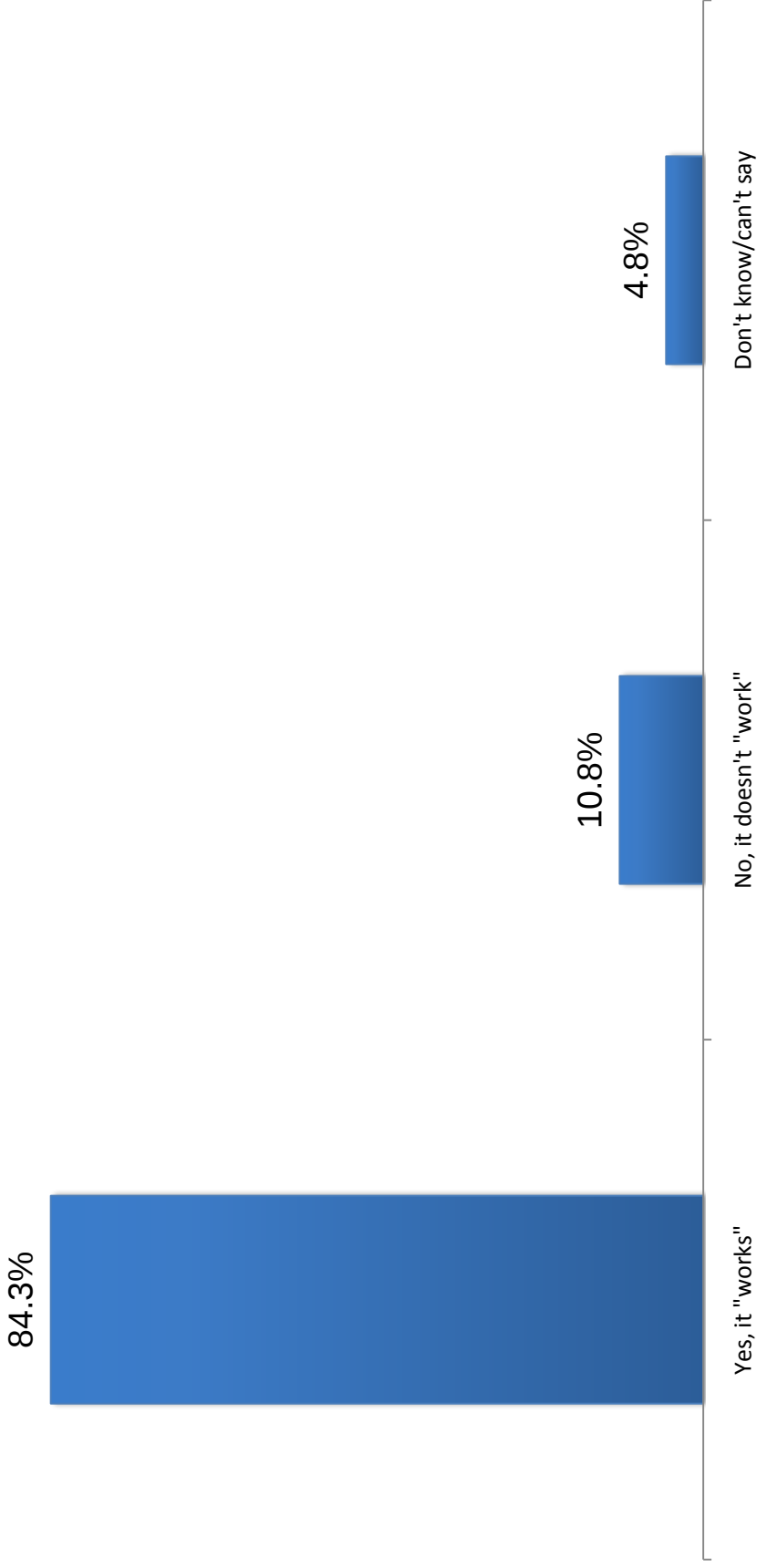


Thinking again about this most recent experience,
how would you rate *Markham Life* (the magazine/online)?
(scale of 1 to 10, where 10 is excellent)

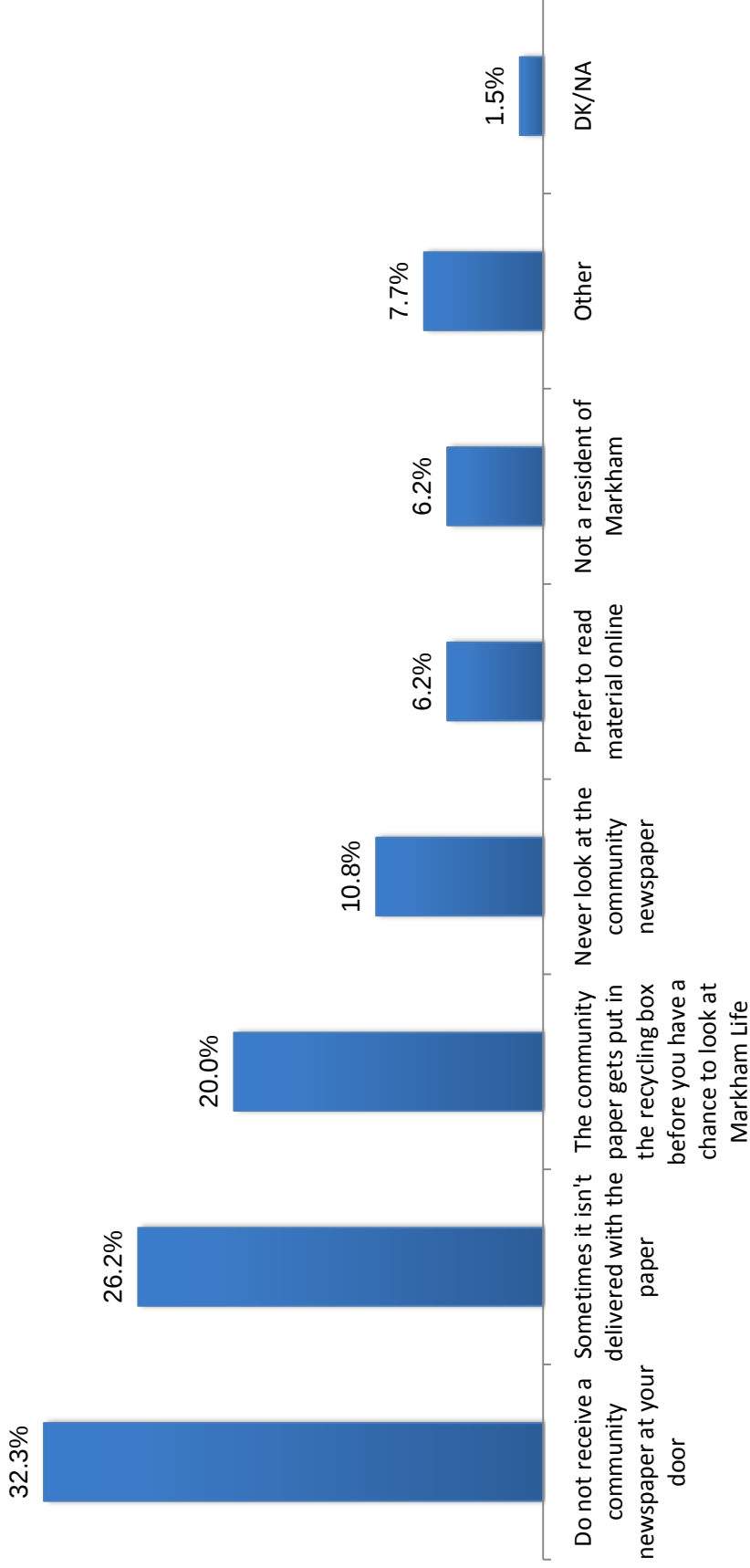
	Magazine		Online	
	Mean	Top Box ("10")	Mean	Top Box ("10")
Useful	8.92	41.6%	8.65	34.6%
A reliable source of information about schedules and fees for Town services and programs	8.83	41.0	8.69	39.7
Easy to understand	8.74	34.9%	8.28	28.2%
Easy to read	8.64	32.8%	8.23	24.4%
Easy to find online	-	-	8.46	35.9%
A good use of taxpayers' dollars	8.47	33.1%	8.29	32.1
An appealing source of information on community life in Markham	8.37	25.9	8.40	23.1
Readily available	8.34	33.1%	-	-
Easy to navigate or find what you are looking for	8.43	27.7%	8.05	23.1
Attractive	8.35	26.5%	8.15	23.1%
Interesting	8.13	24.4%	7.95	21.8%

You currently receive a printed version of *Markham Life* with delivery of your community paper, either the *Markham Economist & Sun* or *Thornhill Liberal*.

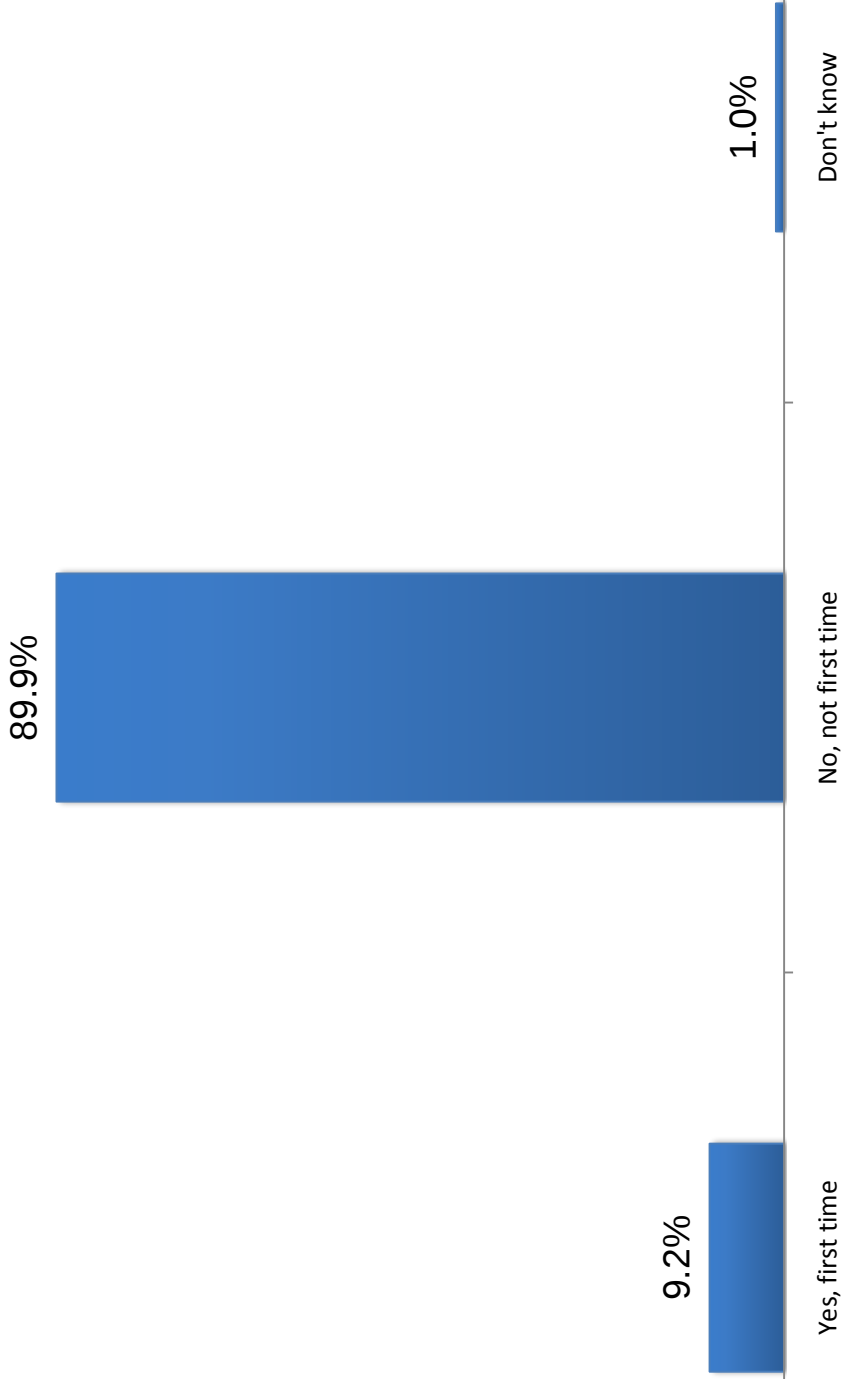
Is this delivery method working for you?



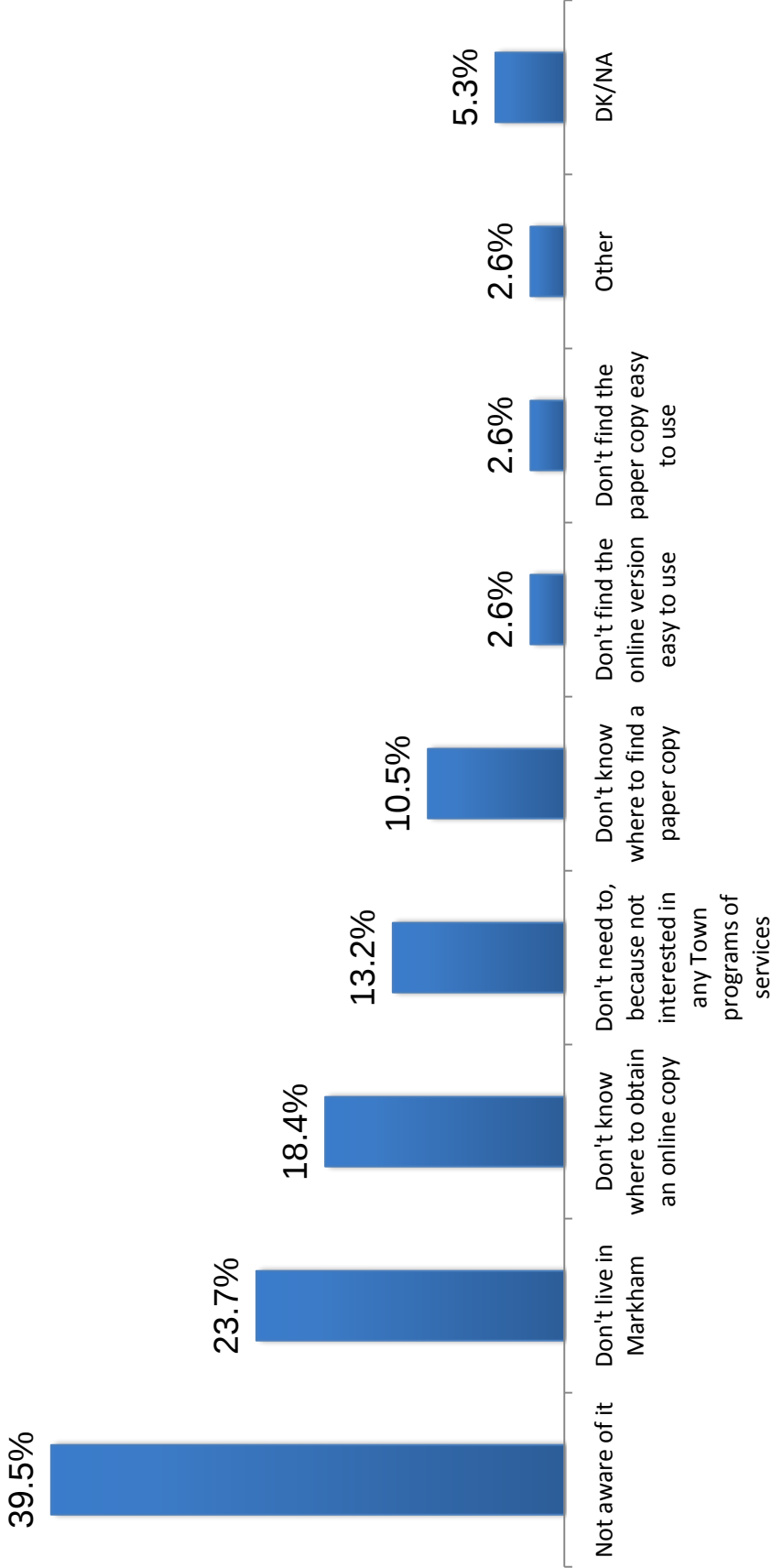
Why do you say that the newspaper delivery system does not work for you?
(Subsample: those who say the delivery method doesn't "work" / "don't know")

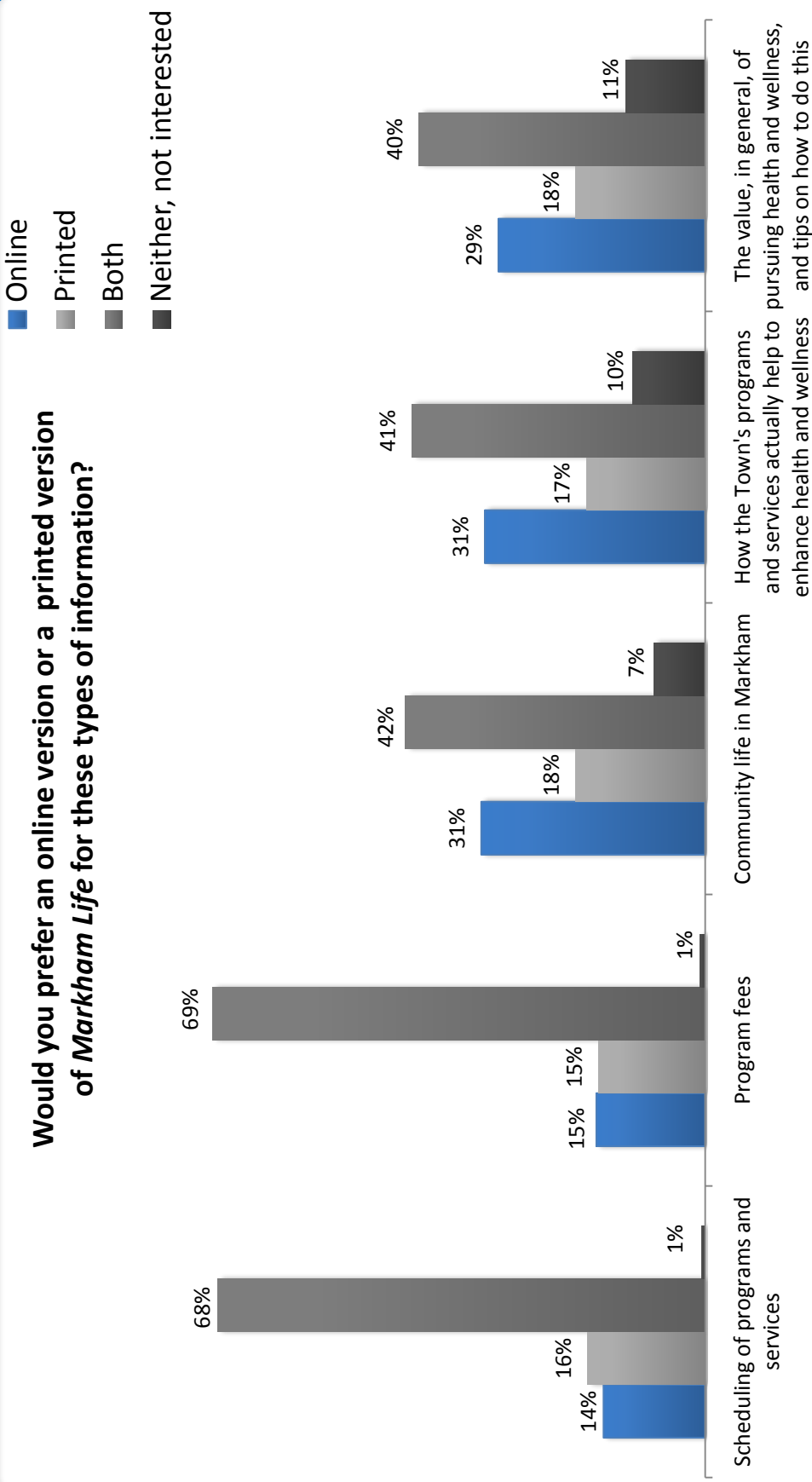


Is this your first time using *Markham Life* as a source of information about Town of Markham services and programs?

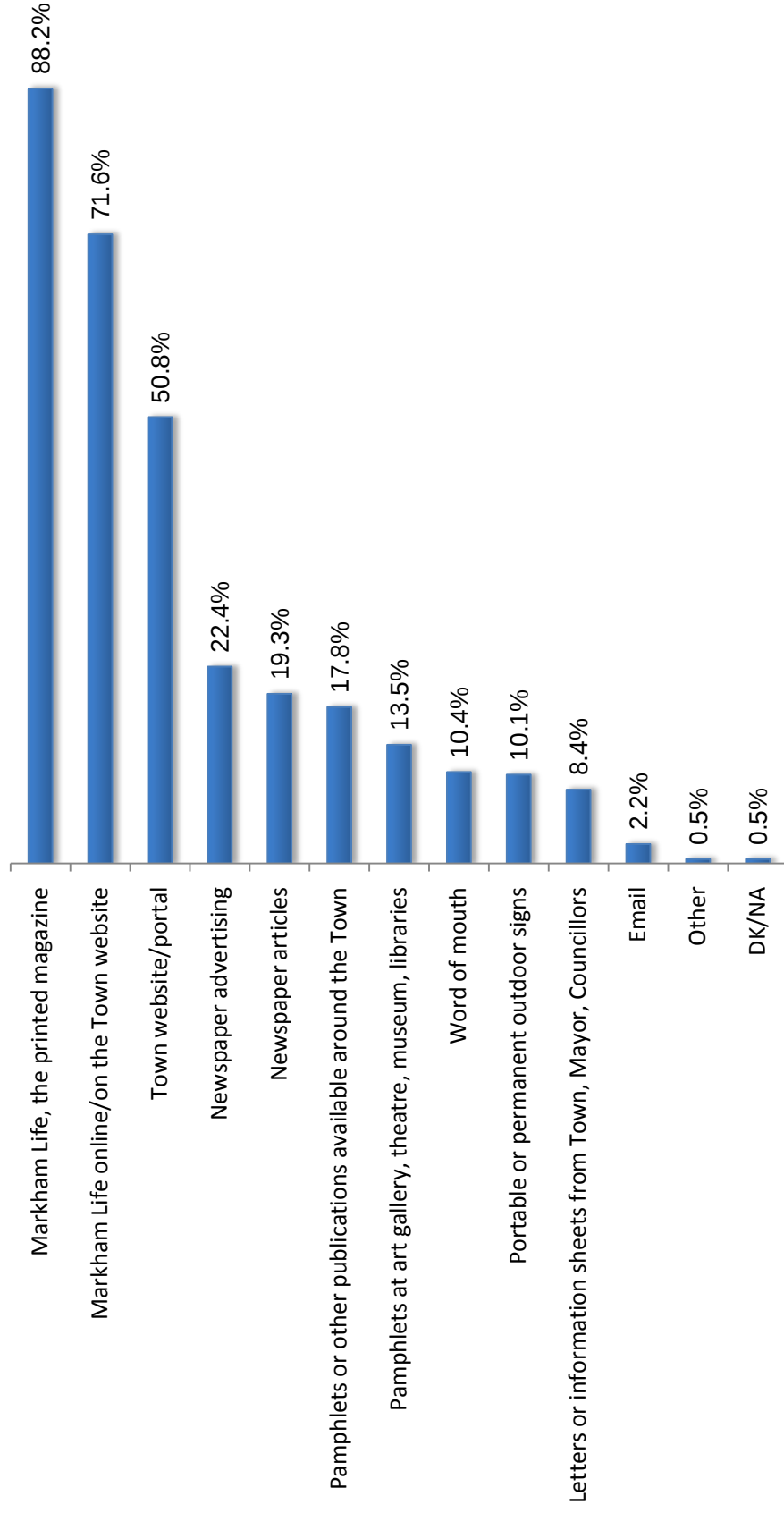


Why have you not used *Markham Life* before this?
(Subsample: those who are using Markham Life for the first time)





In general, how would you prefer to learn about Town services and programs?

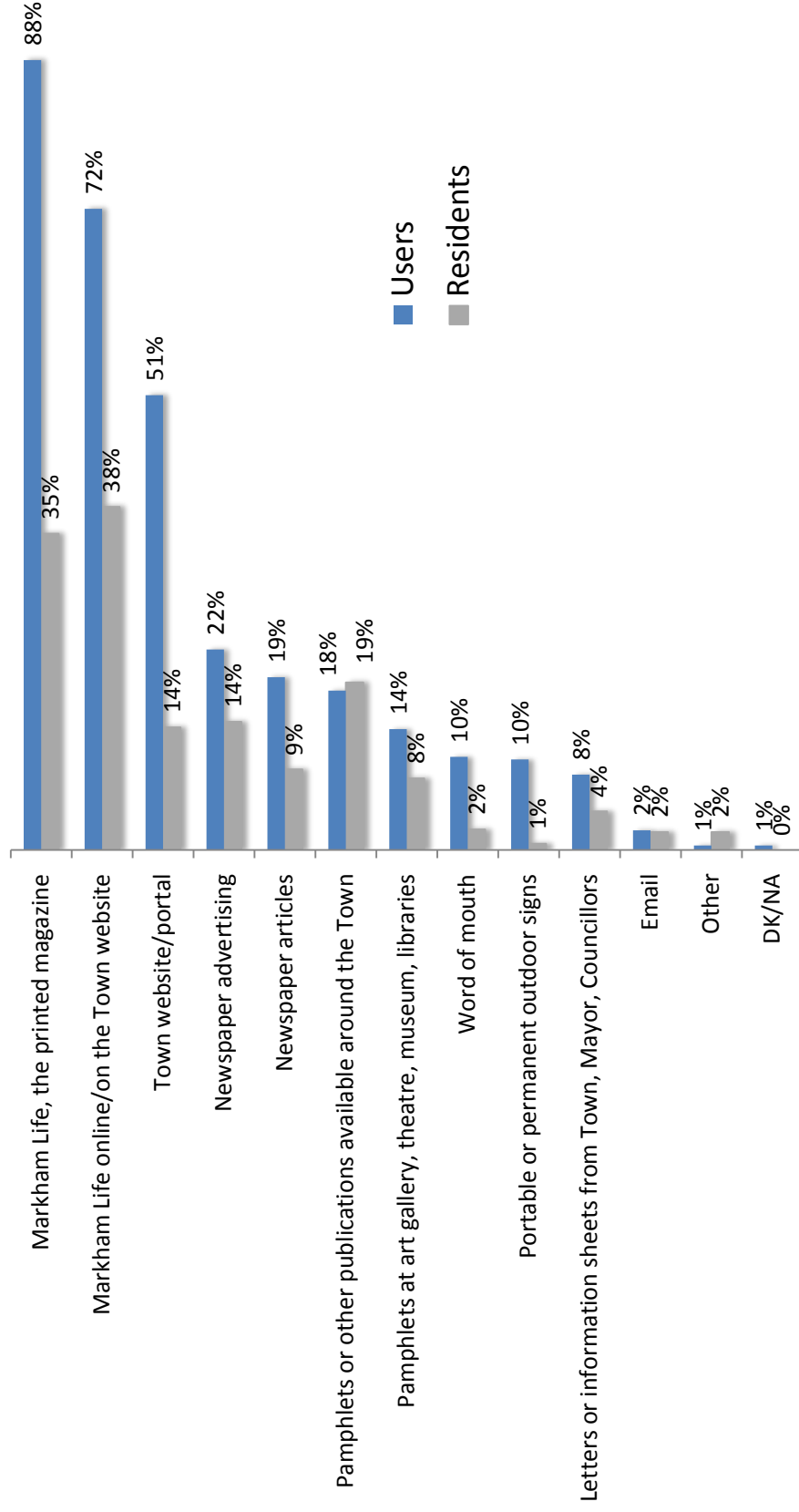


How would you rate the value to your household of the following types of services and programs that the Town offers? (A scale of 1 to 10, where 10 means a great deal)		
	Mean	Top Box
Markham libraries	8.86	53.5%
Aquatic/pool programs	8.41	50.4%
Children's summer and March break camps	7.26	34.0%
Sport groups such as baseball leagues	6.43	21.0%
Markham museum	5.93	9.2%
Markham theatre	5.91	10.8%
Educational programs such as computer programming and software training	5.74	14.2%
Markham art gallery	5.61	7.2%
Hobby groups such as book clubs and drama clubs	5.22	8.0%

Survey Comparisons and Conclusions

Prefer Online or Printed Version of <i>Markham Life for Types of Information</i> : Residents/Users				
	Residents/Users	Online	Printed	Both
Scheduling of programs and services				
Residents		34%	37%	36%
Users		14%	16%	68%
Program fees				
Residents		32%	36%	28%
Users		15%	15%	69%
Community life in Markham				
Residents		34%	40%	28%
Users		31%	18%	42%
How the Town's programs and services actually help to enhance health and wellness				
Residents		34%	39%	22%
Users		31%	17%	41%
The value, in general, of pursuing health and wellness, and tips on how to do this				
Residents		34%	37%	23%
Users		29%	18%	40%
The activities of and decisions made by the Mayor / Councillors				
Residents		33%	37%	24%
User		-	-	-

Q6,4 Chart is a combination of data from two surveys: this one with users and another one with residents

In general, how would you prefer to learn about Town services and programs?**Residents/Users**

Q7 Chart is a combination of data from two surveys: this one with users and another one with residents

- Keep doing what you are doing - Markham Life has very good visibility and is being used by residents
- Need to continue to promote both a magazine and online format for the time being
- The appeal of online is likely to grow – monitor and test annually for adjustments – e.g. mobile app

Next Steps

Short term

- Expand editorial section – refine & reduce program listing content
- New feature/department sections – e.g. seniors/youth
- Increasing focus on different cultural activities
- Focus groups – probe deeper on programming, content, language preference.