

Reader's survey analysis January 2006

These are the results of a reader's survey conducted in the January 2006 edition of the council's monthly magazine *Harrow People*. We offered a prize (a meal for two in a local restaurant) as an incentive to residents to take part. As of January 25, 2006, 85 people had responded to the survey.

1. Since September 2005 Harrow People has been published monthly

68 per cent of residents said they had received them all of them

32 per cent said they had only received some of them

2. How often should Harrow People be published?

7 per cent said it should be published more often

18 per cent said it should be published less often

75 per cent said monthly frequency was just right

3. How much of Harrow People do you read?

44 per cent said all of it

51 per cent said most of it

5 per cent said very little

4: Why residents read very little of the magazine

5 per cent of residents said they read very little of the magazine. Reasons are as follows:

Bland	1
Too 'politically correct'	2
Subjective- no criticism	1
Too busy, not enough time	2
Some articles are of little interest	1
Reading is a strain because of colours, print etc	1

5. Please indicate which areas are of most interest

71 per cent said they enjoyed the general information

52 per cent said they like the resident consultations

38 per cent said they like the information about council achievements

52 per cent said they read the information on the council expenditure
80 per cent said they especially liked information on community news
82 per cent said they liked reading about local events
31 per cent said they like business news
84 per cent said they liked the information about council services
51 per cent said they were interested in the council priorities
34 per cent said they liked reading about local councillors
43 per cent said they were interested in the council jobs

6. We asked residents to indicate any additional areas of interest:

Additional areas of interest included: more information on sporting activities, cartoons for younger readers, information on citizen's advice bureaux. But one recurring theme was that several readers wanted to see more information on parks and open spaces and environmental issues in general.

7. Did you find the pull-out Harrow jobs supplement useful?

51 per cent said they did
49 per cent said they didn't (retired residents)

8. Are you happy with the overall presentation of Harrow People?

75 per cent said they were happy with the page design, 25 per cent were mostly happy
78 per cent said they were happy with the cover design, 22 per cent were mostly happy
81 per cent said they were happy with the photography, 19 per cent were mostly happy
70 per cent said they were happy with the paper used, 22 per cent were mostly happy, 8 per cent said improvements were needed
85 per cent said they were happy with the size of the publication, 15 per cent were mostly happy

9. Which format did they prefer for receiving council information?

88 per cent said they prefer the magazine
7 per cent said they prefer the website
5 per cent had no preference

10. Any additional comments.

Positive comments from respondents outweighed negative ones by 4:1

Positive comments

“I never used to read this because it had too many adverts. I like the new design looks professional, like a magazine you would buy rather than a freebie.” A Tompkins

“I have gained more information via this paper than any other, I think it’s brilliant. Well done keep it up.” Brigid Courting

“This magazine has proven to be inspirational. Well done to all.” Patricia Wood

“I like Harrow People as a method of raising my awareness and keeping me in touch with developments and progress.” Marilyn Macey

Negative comments:

Although paper used for Harrow People is from sustainable forests, the glossy appearance led a small number of readers to suggest that the paper used might be expensive and non-recyclable.

“Polished paper causes reflection. Not conducive to easy reading. Generally too self congratulatory. Council does not economise enough. Too wasteful of council tax.” J Miller

“The Publication Advisory Panel should be more politically independent. Less politicians (say 3, one each party) and the rest made up of local people.” DA Stanley

“Why do the majority of articles deal with recent incomers to the borough? Let’s have more about the people who have lived here all their lives and built the town up with their hard work and taxes all their lives.” M Stapleton