

SUMMARY OF KEY POINTS FROM SURVEYS

Herefordshire Voice questionnaire:

- 80% of respondents rate the magazine in positive terms (fairly or very good)
- 82% found the magazine interesting
- 72% found the information useful
- More than 75% think the 28p cost per copy for printing and distribution represents good value for money
- 88% think the magazine should continue
- 9% felt the magazine should be discontinued
- 68% said they feel better informed about the Council having read the magazine

Focus groups:

- In general, residents feel that 28p per copy is a reasonable sum
- Most participants agree that the magazine represented good value for money
- Herefordshire Matters is seen as superior to other Council or other public sector direct mail communication
- The two groups agreed strongly that Herefordshire Matters' content is interesting and well written
- The magazine's design is seen as "lively and colourful" with photography especially liked
- One group liked the seasonal approach – the other group suggested six editions a year with fewer pages in each edition
- The reason for postal delivery (i.e. that every household receives a copy) was acceptable to the groups

EXAMPLE OF QUESTIONS ASKED

Herefordshire Voice questionnaire:

- How interesting did you find Herefordshire Matters?
- Was it easy to read?
- Was the information useful?
- Did you like the style/layout of the magazine?
- Does Herefordshire Matters represent value for money?

Focus groups:

- How long did you spend reading Herefordshire Matters?
- Is Herefordshire Matters' content interesting?
- What was your preferred frequency for the magazine?
- Is it a pleasant read?
- Is it well written?
- Do you think the publication should be available on line?
- It costs 28p per household to print and deliver Herefordshire Matters. Do you think this represents good value for money?