Moving Beyond Demographics: Surveying to Find How the Kentucky League of Cities Can Better Serve the Readership of City: The Community Issues Magazine of the Kentucky League of Cities

Laurent Chiles Rawlings
University of Kentucky

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Moving Beyond Demographics: Surveying to Find How the Kentucky League of Cities Can Better Serve the Readership of City: The Community Issues Magazine of the Kentucky League of Cities

By: Laurent Chiles Rawlings
University of Kentucky
Martin School for Public Policy and Administration
Capstone Presentation
Spring 2006
Background

- Kentucky League of Cities
- City Magazine
- Description of readership
The Problem

What do readers of City Magazine want included in the content of this publication?
Methodology

- Creation of the survey
- 38 questions
- Sent via email
Dependent Variables

- Various other publications *City Magazine* readers subscribe to
- Level of interest of the readership over a range of fifteen topics
- Whether or not readers use *City Magazine* as a reference tool
- How much time readers spend reading *City Magazine*
- Whether or not readers have made a purchase based upon an advertisement in *City Magazine*
Independent Variables

- Age range
- Level of educational attainment
- Job title
# Relationships Examined

## Independent Variables

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Age</th>
<th>Level of Education</th>
<th>Job Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of time spent reading an issue of <em>City Magazine</em></td>
<td>(\times)</td>
<td>(\times)</td>
<td>(\times)</td>
</tr>
<tr>
<td>Other magazines read</td>
<td>(\times)</td>
<td>(\times)</td>
<td>(\times)</td>
</tr>
<tr>
<td>Topics</td>
<td>(\times)</td>
<td>(\times)</td>
<td>(\times)</td>
</tr>
<tr>
<td>Review back issues of <em>City Magazine</em></td>
<td>(\times)</td>
<td>(\times)</td>
<td>(\times)</td>
</tr>
<tr>
<td>Made purchase based on ad in <em>City Magazine</em></td>
<td>(\times)</td>
<td>(\times)</td>
<td>(\times)</td>
</tr>
</tbody>
</table>
Findings

- No statistically significant findings
Findings of Interest

- 27.7% have contacted a company that advertised in City Magazine
- 31.6% use City Magazine as a reference tool
- 60.4% also read Kentucky Living
Findings of Interest

- 42.5% strongly interested in Policy Issues
- 43.6% strongly interested in Best Practices
- 64.6% strongly interested in Innovative Ideas

- 50.8% strongly interested in in-depth articles on complex issues facing cities
- 47.2% moderately interested in news stories
Conclusions and Recommendations

- Kentucky Living
- Variety vs. theme
- Focus on Economic Development
- Include information on how other states address issues
Thank you to the Kentucky League of Cities

Questions