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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

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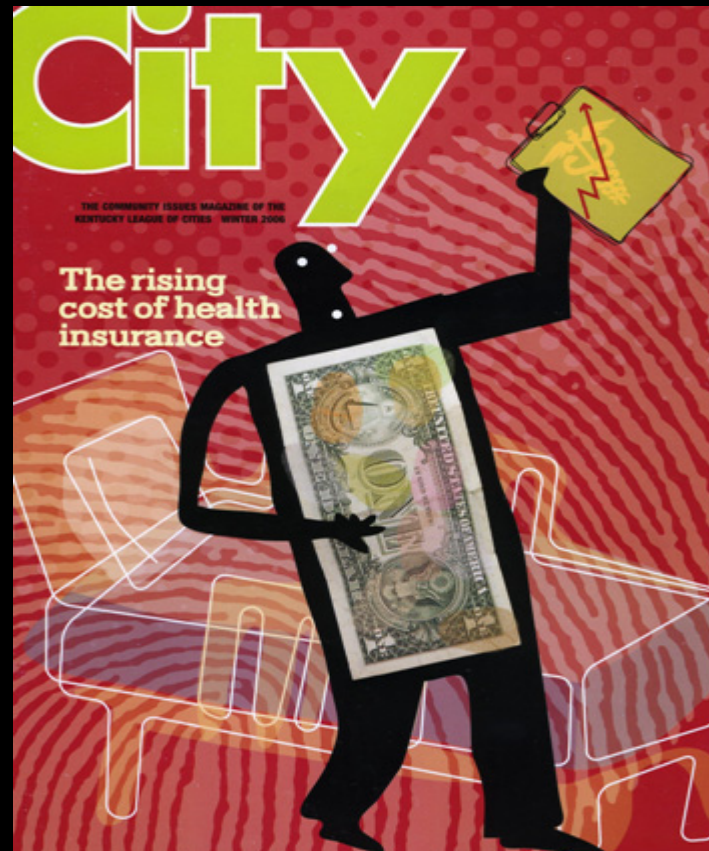
Moving Beyond Demographics:
Surveying to Find How the Kentucky
League of Cities Can Better Serve the
Readership of *City: The Community
Issues Magazine of the Kentucky
League of Cities*



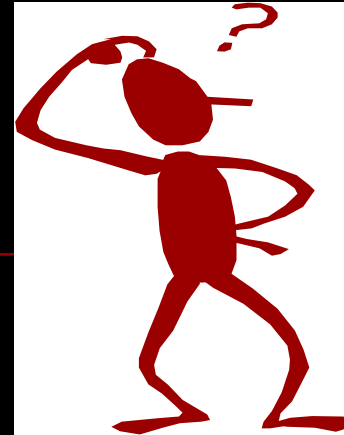
By: Laurent Chiles Rawlings
University of Kentucky
Martin School for Public Policy and Administration
Capstone Presentation
Spring 2006

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

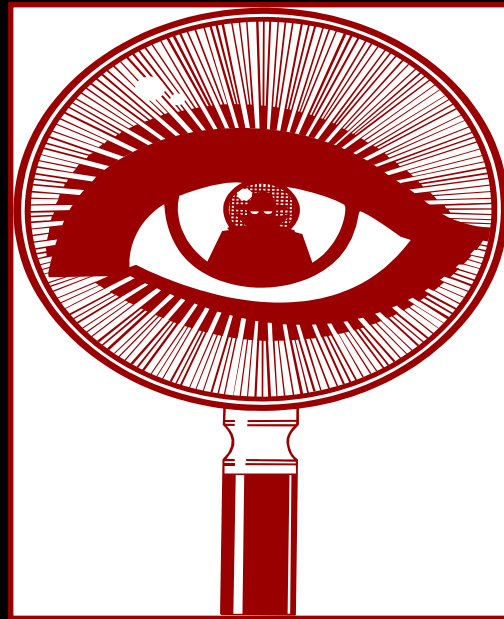
Relationships Examined

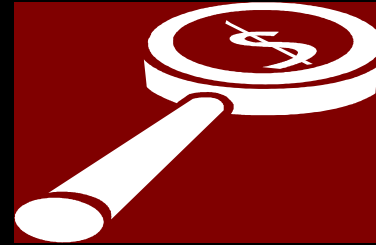
Independent Variables

Dependent Variables	Age	Level of Education	Job Title
Amount of time spent reading an issue of <i>City Magazine</i>	X	X	X
Other magazines read	X	X	X
Topics	X	X	X
Review back issues of <i>City Magazine</i>	X	X	X
Made purchase based on ad in <i>City Magazine</i>	X	X	X

Findings

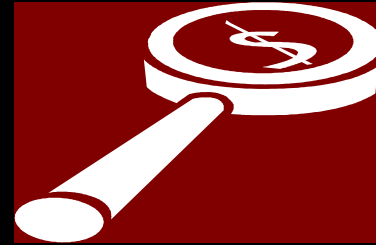
- No statistically significant findings





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

