



# MAGAZINE READER SURVEY RESULTS

South Fayette Connect – 2020

Presented by  
Andrea Iglar, Director of Communications  
South Fayette Township

**SOUTH FAYETTE CONNECT**



**W**e want your opinion! Help us enhance South Fayette Connect, the official magazine of South Fayette Township.

This survey takes about 6 to 8 minutes to complete. Your individual responses are confidential. Overall results will be shared publicly.

You may complete the survey either (1) via mail or (2) online at [southfayettepa.com/magazinesurvey](http://southfayettepa.com/magazinesurvey). Scan the QR code for instant access to the digital version.

For the paper form, please complete both sides of this survey form, detach at the perforation, and return in the postage-paid envelope provided inside this magazine.

Response deadline is Mon. Nov. 30, 2020. Questions? Contact editor Andrea Iglar: [magazine@sftwp.com](mailto:magazine@sftwp.com); 412-221-8700, ext. 231.

**About You**

1. What is your relationship to South Fayette? *Check all that apply:*

- Non-Resident
- Former Resident
- Business Owner or Employee in South Fayette
- Resident of South Fayette

*If current resident, how long have you lived in South Fayette?*

- Less than a year
- 1-5 years
- 6-10 years
- 11-20 years
- More than 20 years

2. What is your age?

- Under 18 years
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**Reading Habits**

3. How do you generally get information about South Fayette? *Check all that apply:*

- South Fayette Connect
- Emails or Texts from South Fayette Township
- Website ([www.SouthFayettePA.com](http://www.SouthFayettePA.com))
- Social Media (Facebook, Instagram, Twitter etc.)
- Local Media (Newspaper, TV, IN South Fayette)
- South Fayette School District
- Homeowner Association (HOA)
- Word of Mouth
- Other: \_\_\_\_\_

4. How do you prefer to read South Fayette Connect?

- In Print
- Online
- Both print and online
- Not Sure

5. How often do you typically read South Fayette Connect?

- Every issue
- Most issues
- Some issues
- Not Sure

6. How much of each issue do you usually read?

- All
- Most
- Some
- Not Sure

7. How much time do you usually spend with an issue of South Fayette Connect?

- Hour or more
- 30 to 59 minutes
- 10 to 29 minutes
- 1 to 9 minutes
- Not Sure

8. How many times do you usually refer to each issue (pick up and look at it)?

- Once
- 2-3
- 4-5
- 6 or more
- Not Sure

9. Including yourself, who reads your print copy of South Fayette Connect? *Check all that apply:*

- Adult in household
- Child in household
- Coworker
- Friend
- Neighbor
- Relative outside your household
- Other: \_\_\_\_\_

10. Including yourself, how many people (both inside and outside your household) typically read your print copy of the magazine?

- 1
- 2
- 3
- 4 or more
- Not Sure

11. How long do you typically keep a print issue of the magazine?

- I save it permanently
- Until recycling calendar on back cover runs out
- More than a month
- Up to a month
- Up to one week
- Discard immediately
- Not Sure

12. Do you save the yearly detachable recycling calendar and guide?

- Yes
- No
- Not Sure



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# Paper form inside fall 2020 issue

## 8,200 printed; 7,844 mailed

**The Magazine**

13. How do you feel about the length of the magazine?

- Just Right
- Too Long
- Too Short
- Not Sure

14. What do you think about the frequency of the magazine?

- 4 issues a year is good
- Should be more issues
- Should be fewer issues
- Not Sure

15. Please rate the quality of South Fayette Connect magazine:

*Ease of Reading:*

- Excellent
- Good
- Average
- Poor

*Content:*

- Excellent
- Good
- Average
- Poor

*Photos:*

- Excellent
- Good
- Average
- Poor

*Writing:*

- Excellent
- Good
- Average
- Poor

16. Please rate your interest in the following types of content:

*Articles:*

- Very interested
- Interested
- Somewhat interested
- Not interested

*Photos:*

- Very interested
- Interested
- Somewhat interested
- Not interested

*Short News Items:*

- Very interested
- Interested
- Somewhat interested
- Not interested

*Event Calendars:*

- Very interested
- Interested
- Somewhat interested
- Not interested

*Links to Videos or Online Content:*

- Very interested
- Interested
- Somewhat interested
- Not interested

**Topics**

17. Which of the following TOWNSHIP topics interest you the most? Please check up to 5:

- Awards/Achievements
- Budget/Finance/Taxes
- Building/Zoning
- Elected Officials/Meetings
- Environment/Stormwater
- Events
- Ordinances/Resolutions/Code
- Parks/Recreation
- Police/Public Safety
- Public Works
- Recycling/Trash
- Roads/Transportation
- Township Staff/Departments

18. Which of the following COMMUNITY topics interest you the most? Please check up to 5:

- Arts/Culture
- Awards/Achievements
- Business
- Children/Teens
- Community Groups
- Development Projects
- Diversity
- Health/Wellness
- History
- Neighbors/Neighborhoods
- Library
- Schools
- Senior Citizens
- Sports/Athletics

**Personal Connections**

19. Please indicate how much you agree or disagree with each statement about South Fayette Connect:

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The magazine helps me feel connected to my township government.

The magazine helps me feel connected to people in my community.

The magazine is useful and valuable to me.

The magazine is a credible, accurate source of information.

The magazine is helpful and valuable to me.

20. Please tell us how South Fayette Connect strengthens your connection to the township and community. *Check all that apply:*

- Helps me understand services that local government provides
- Helps me know how my tax money is being spent
- Makes me proud of what's going on in the community
- Makes me want to keep living or working in South Fayette
- None of the Above

21. Has the magazine prompted you to take any of the following actions? *Check all that apply:*

- Attend event or program
- Connect with a friend or neighbor
- Contact the magazine editor or a township employee
- Discuss, share or link to an article or issue
- Recommend South Fayette to potential resident or business
- Save an article or issue
- Support a business I saw in the magazine
- Volunteer
- None of the Above

**Advertising**

22. How many ads do you usually look at in the magazine?

- All
- Most
- Some
- Not Many
- None
- Not Sure

23. How likely are you to contact a business, or become a customer of a business, that advertises in South Fayette Connect?

- Very likely
- Likely
- Somewhat Likely
- Not Likely
- Not Sure

**Overall Feedback**

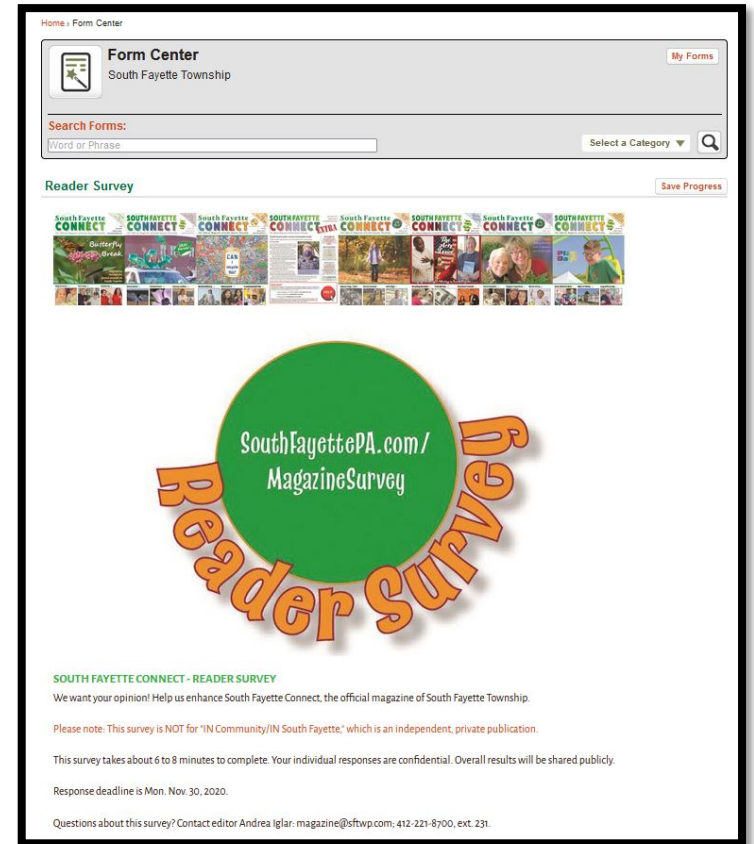
24. How do you rate the overall quality of the magazine?

- Excellent
- Good
- Average
- Poor

25. Please provide any additional comments:

Thank you for participating in the 2020 South Fayette Connect magazine reader survey!

# FORMATS



Perforated to detach and mail in supplied business-reply envelopes

**Website form**  
Distributed via website, social media, email

# RESPONSES

*"Great survey!"*

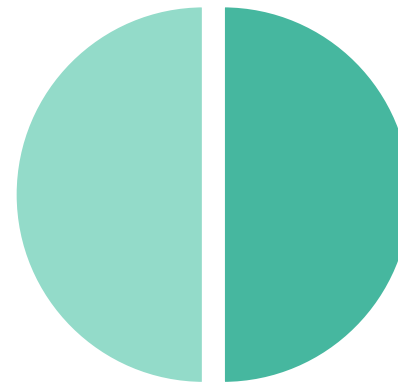
*"Thank you for this survey!"*

**450**

## Responses

2.8% of township population or 7.3% of households

## Format



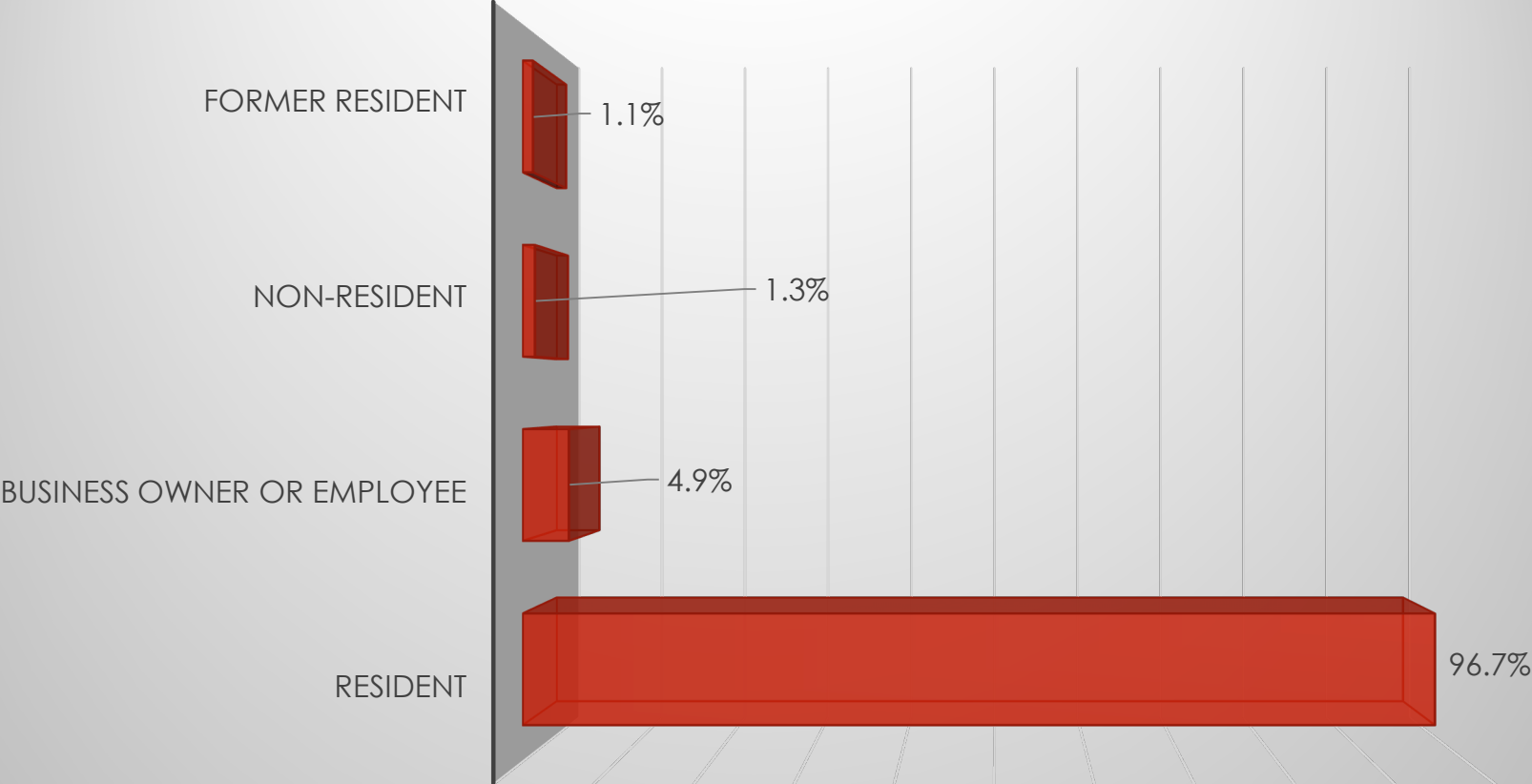
■ Half Paper ■ Half Online

Volunteers entered paper responses into digital format

# RESPONDENTS

*“The content really keeps me informed as a resident (who lived here for about five years, moved away for about that long, and came back a year ago) about my neighbors and businesses in the community. Great job!”*

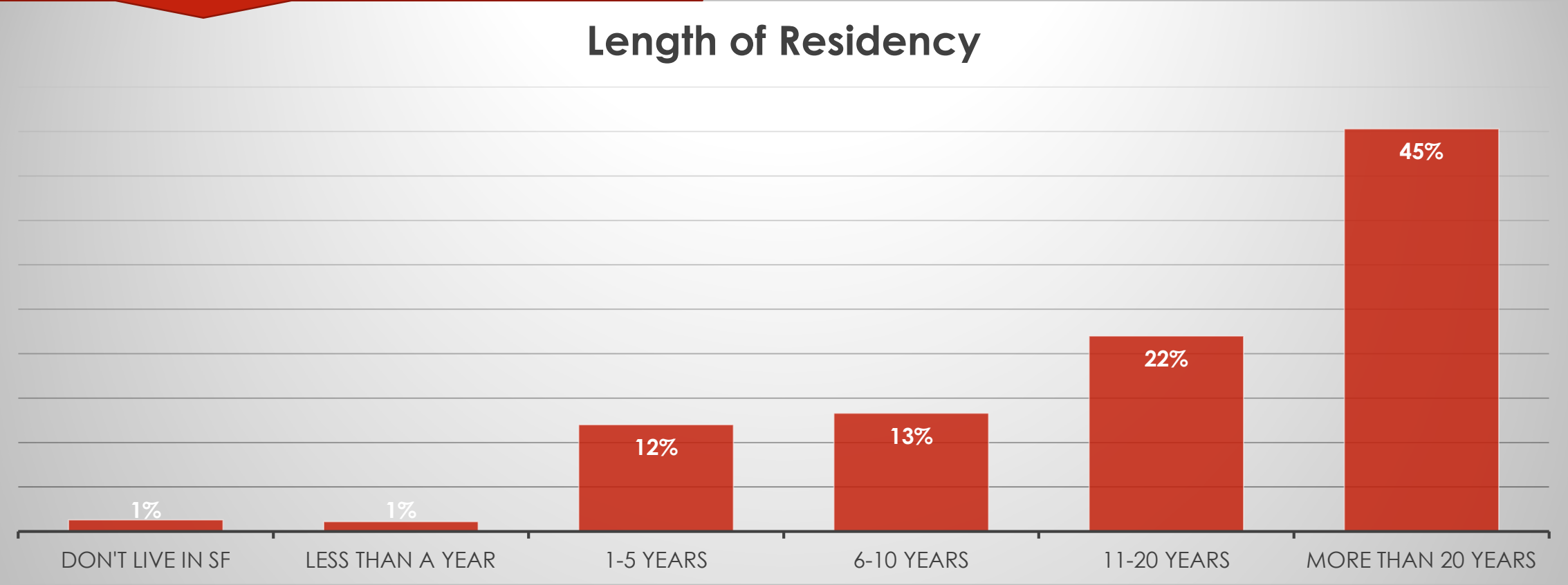
### Relationship to South Fayette



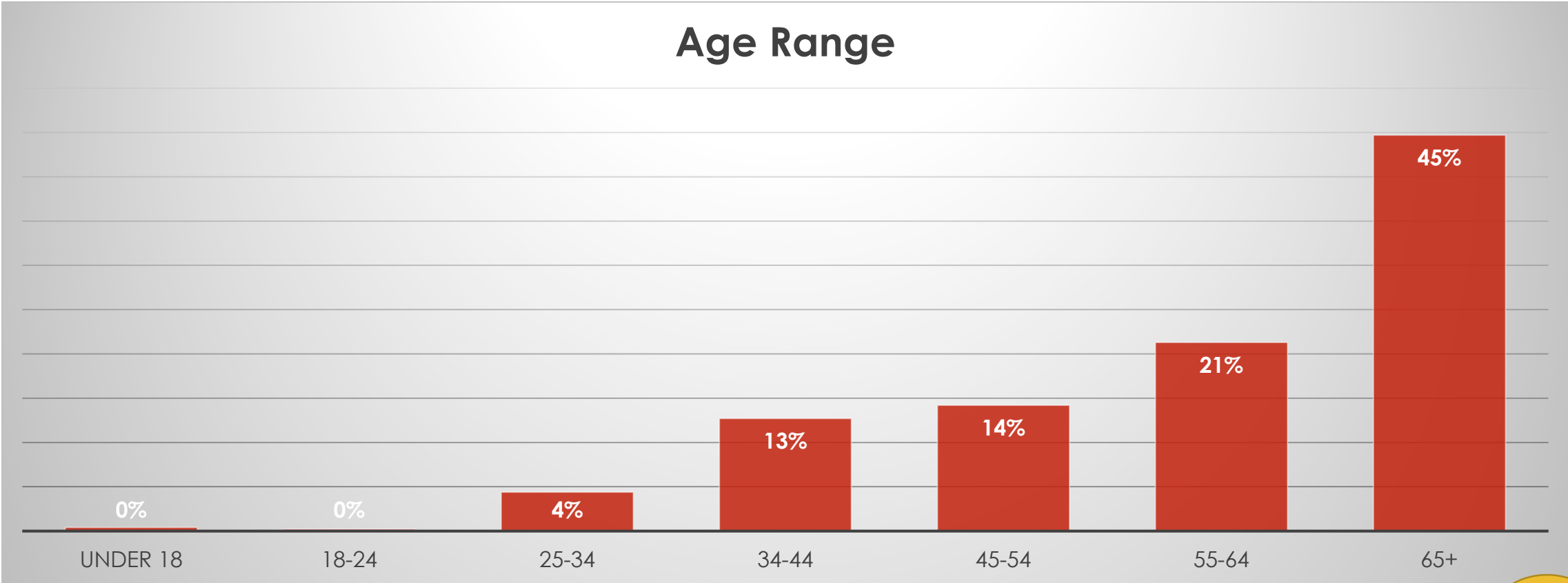
# RESPONDENTS

*“Would like to see more about residents themselves. People who have lived here and know the history and stories of interest from the past.”*

### Length of Residency



# RESPONDENTS

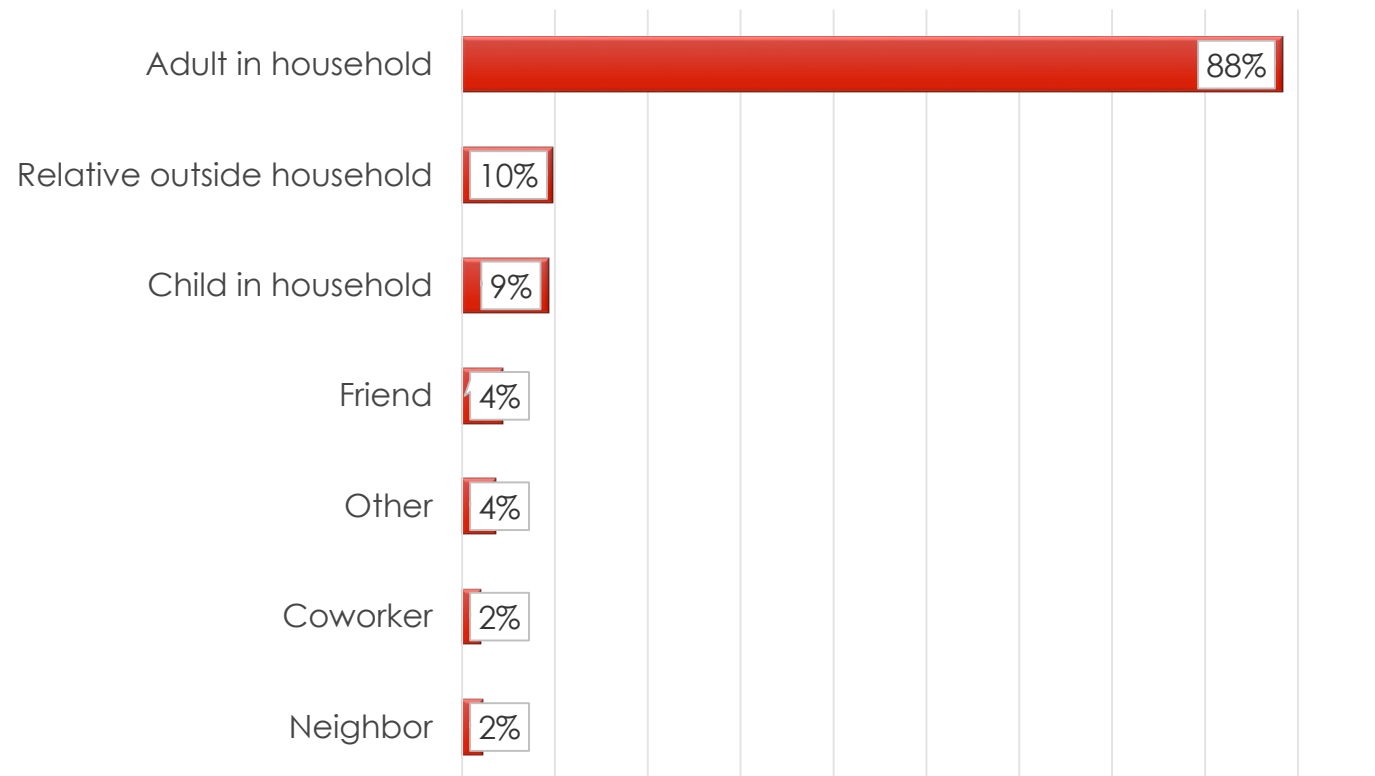


*“South Fayette has a large senior citizen population who are not computer savvy and rely on print material to keep informed.”*

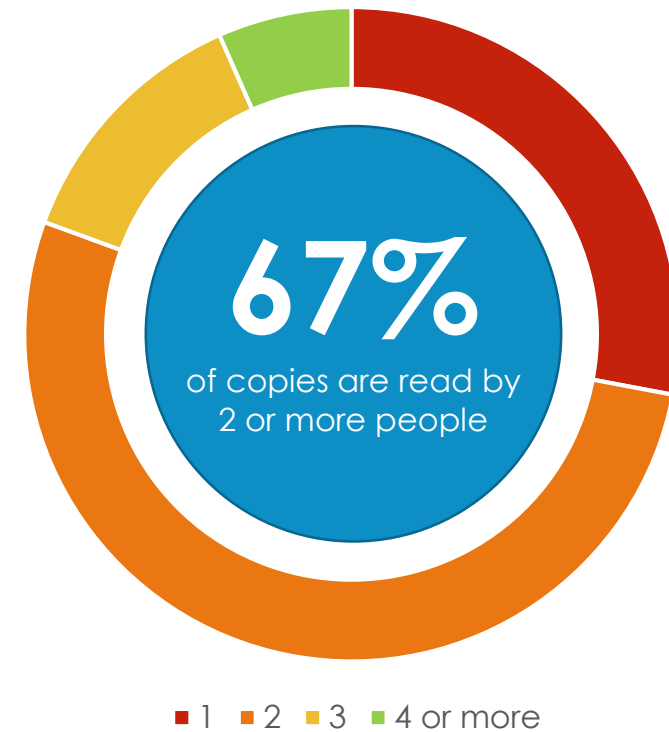


# READING HABITS

## Who reads each print copy

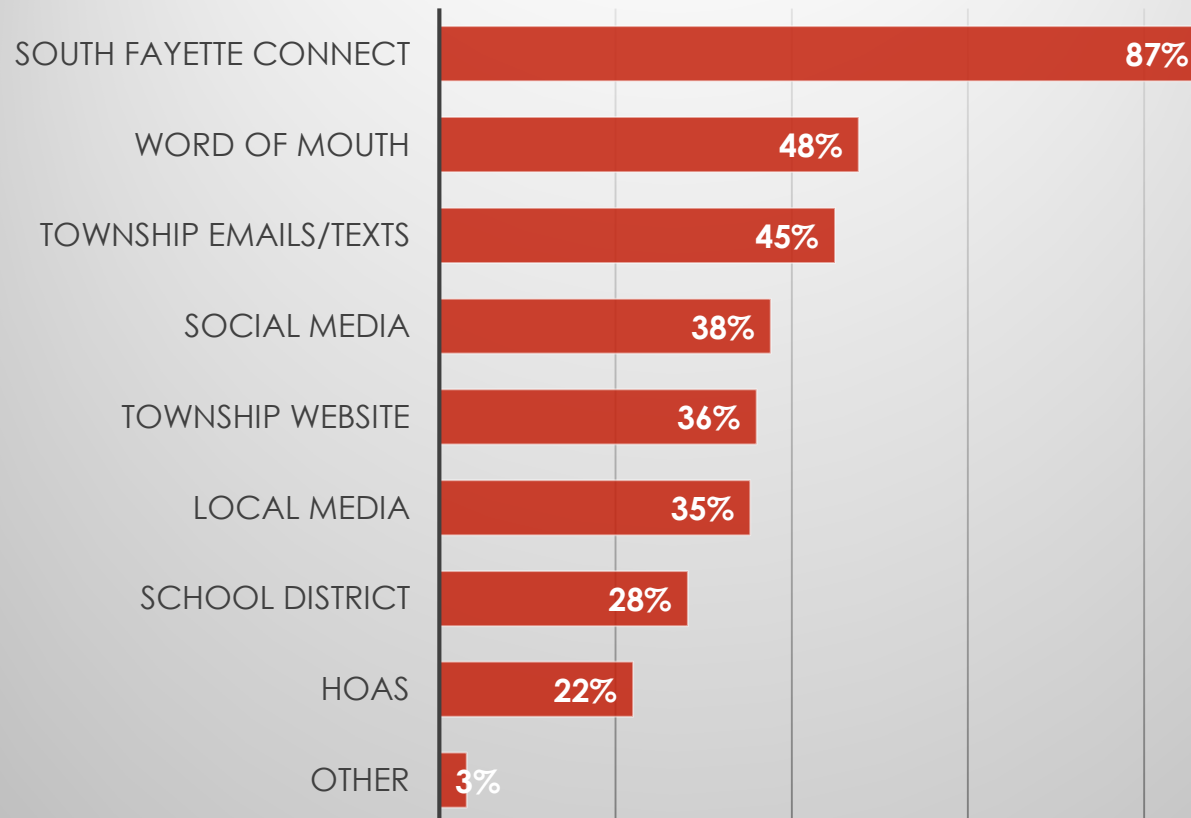


## How many people read each print copy



# READING HABITS

Where do you get your information about South Fayette? (Choose all that apply)



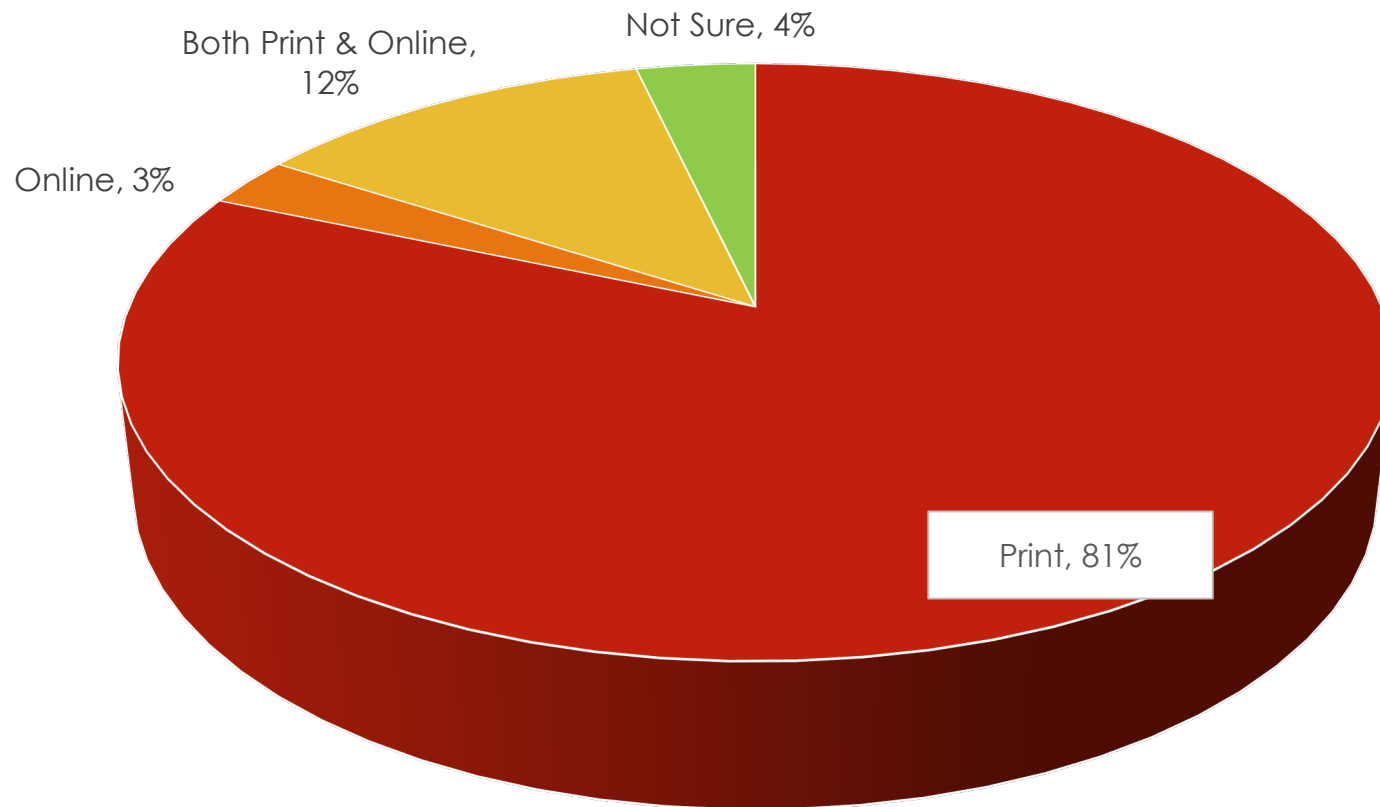
**South Fayette's  
#1 news source**

*“The magazine is my only connection to the activities and opportunities in South Fayette.”*



# READING HABITS

How do you prefer to read South Fayette Connect?



*“It is nice to get a magazine to hold while reading, rather than using a computer.”*

*“I hate online reading. Love the hands on print copy.”*

# READING HABITS



96%

**Read every  
issue or  
most issues**



91%

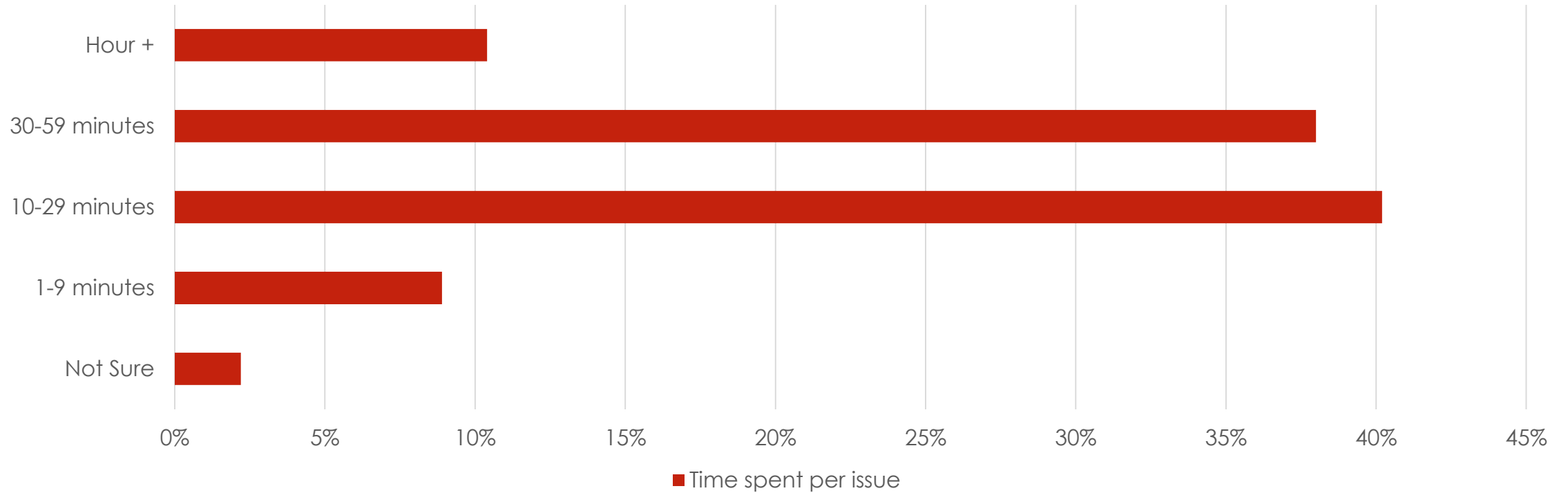
**Read all or  
most of  
each issue**



*“I look forward to the magazine each quarter. There is a lot of good information and it helps me know what is going on locally. Great resource!”*

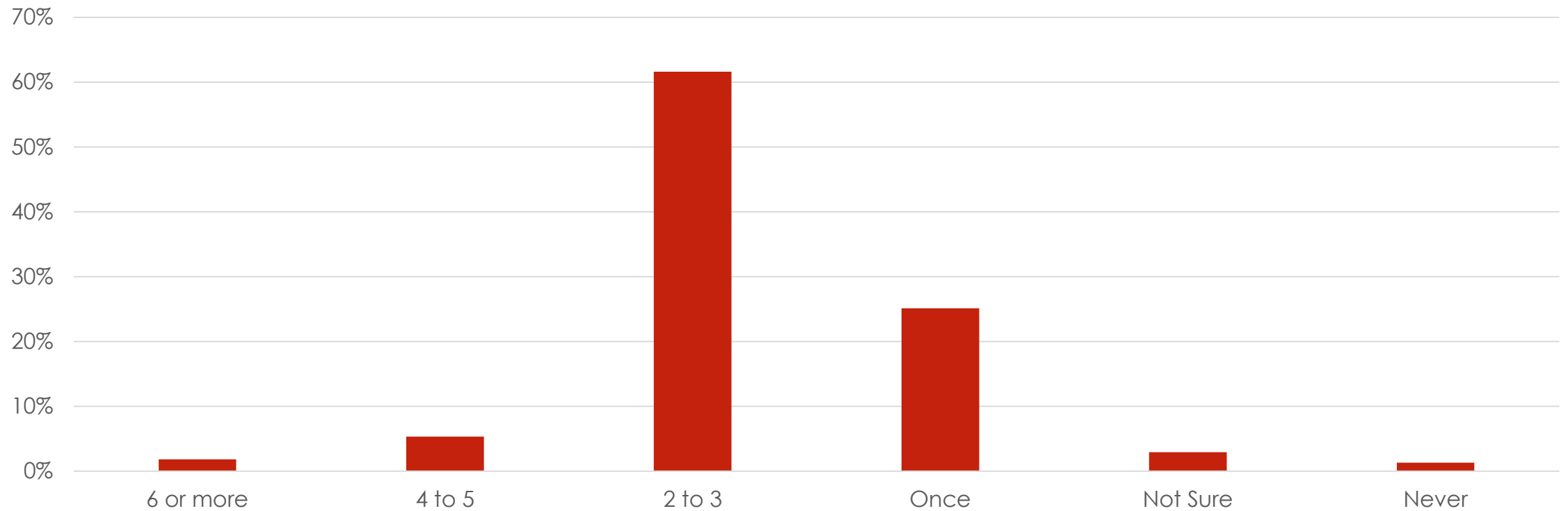
# READING HABITS

Time spent per issue



# READING HABITS

How many times do you refer to each issue?

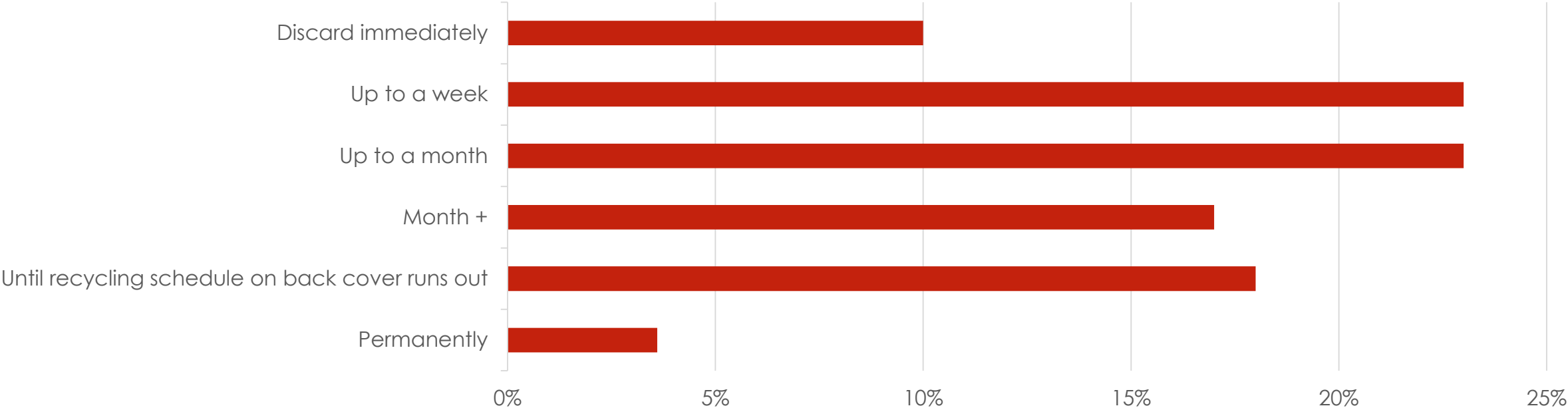


# READING HABITS

72%

Save the yearly detachable recycling calendar

How long do you keep each issue?



# CONTENT

Which 5 topics interest you the most?

## TOWNSHIP

- 1. Development & Growth**
- 2. Events**
- 3. Roads & Transportation**
- 4. Recycling & Trash**
- 5. Budget, Finance & Taxes**

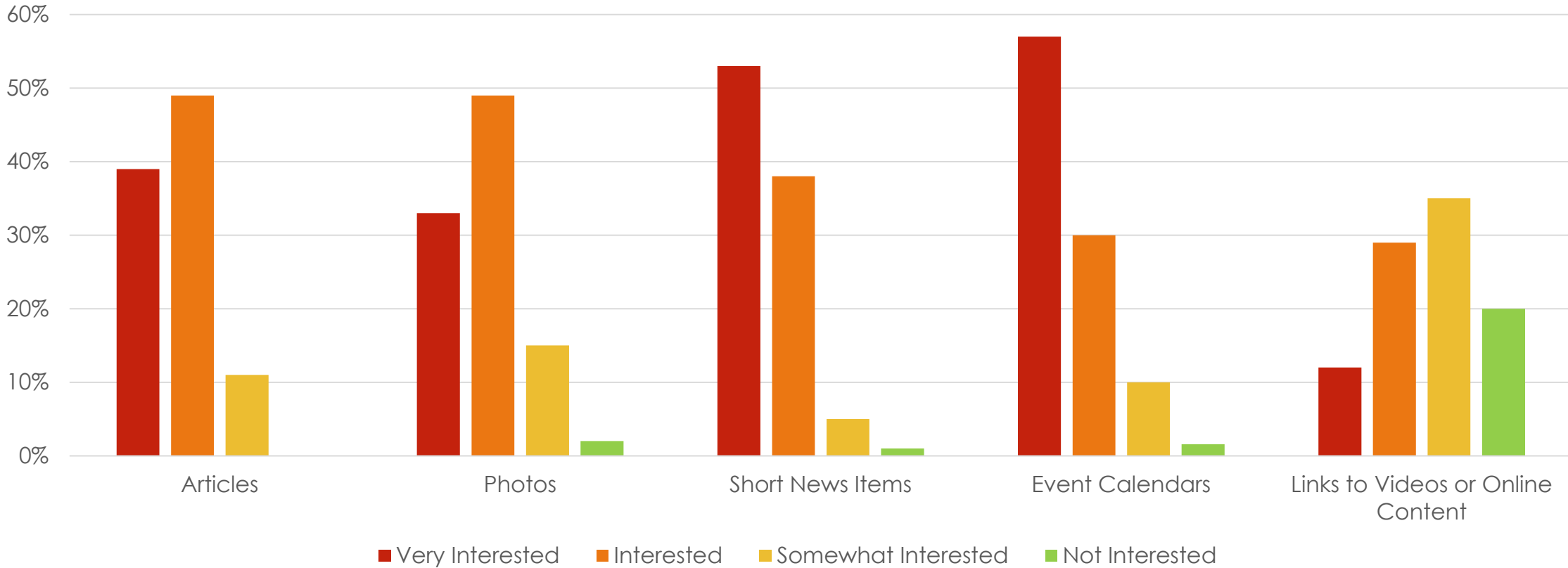
## COMMUNITY

- 1. Development Projects**
- 2. Neighbors & Neighborhoods**
- 3. Business**
- 4. History**
- 5. Health & Wellness**

# CONTENT



*“I love everything about the magazine, the articles, updates, and overall news stories.”*



# PERCEPTIONS



92%

**Rate overall  
magazine quality as  
excellent or good**



84%

**Say length is  
just right**



68%

**Say 4 issues a year is a  
good frequency**

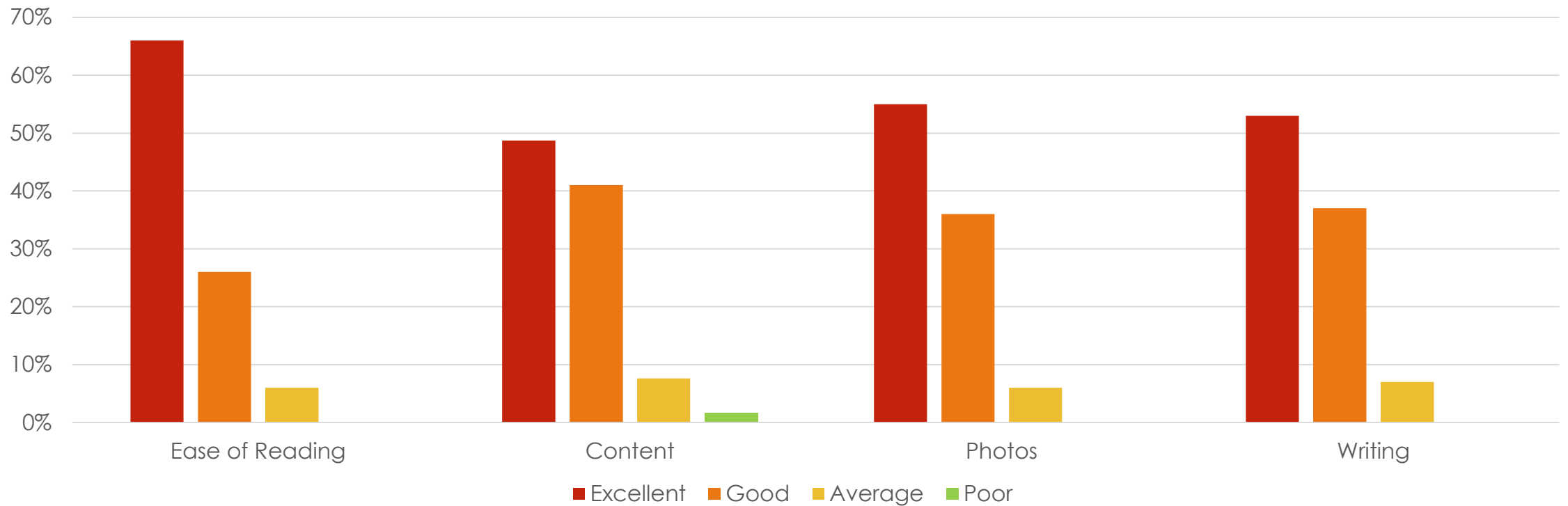
*26% want more issues*

# PERCEPTIONS



*“I think a new, simpler and sleeker cover design would really make the magazine look top notch and professional.”*

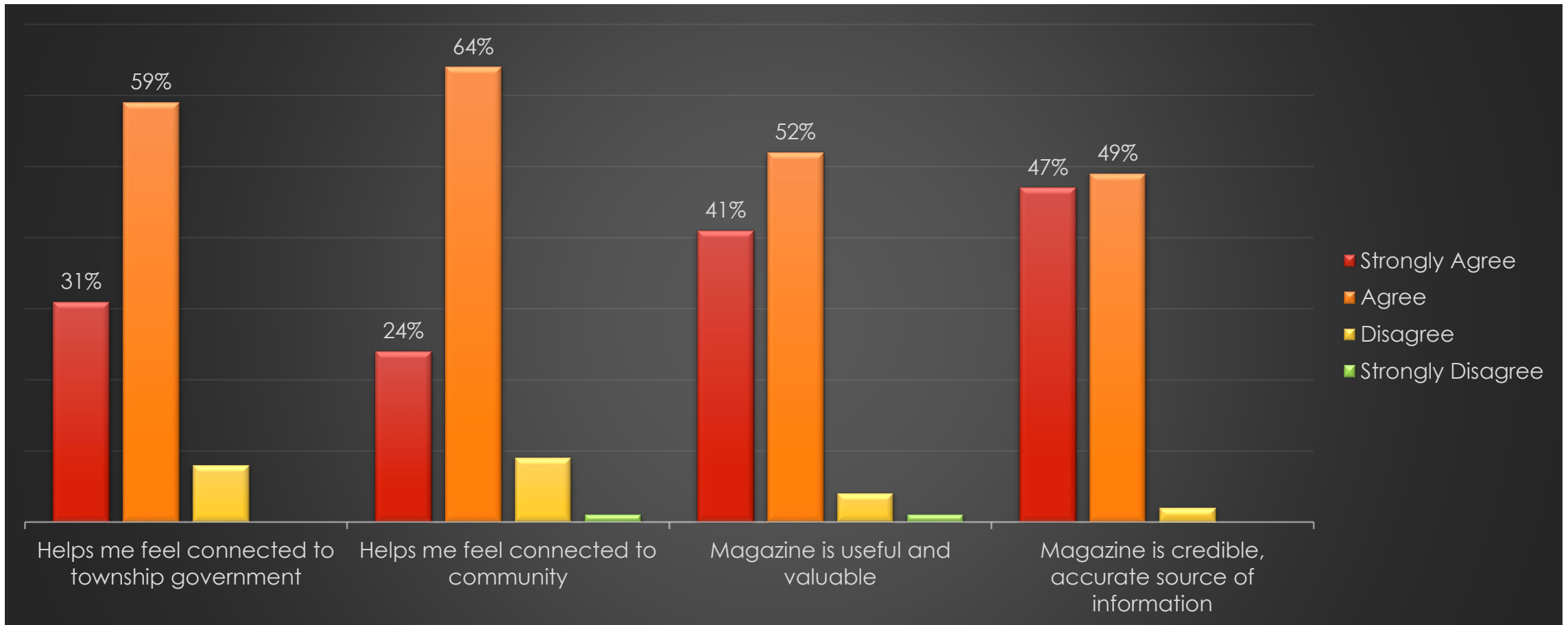
Magazine Quality





*“A useful and enjoyable periodical.”*

# PERCEPTIONS

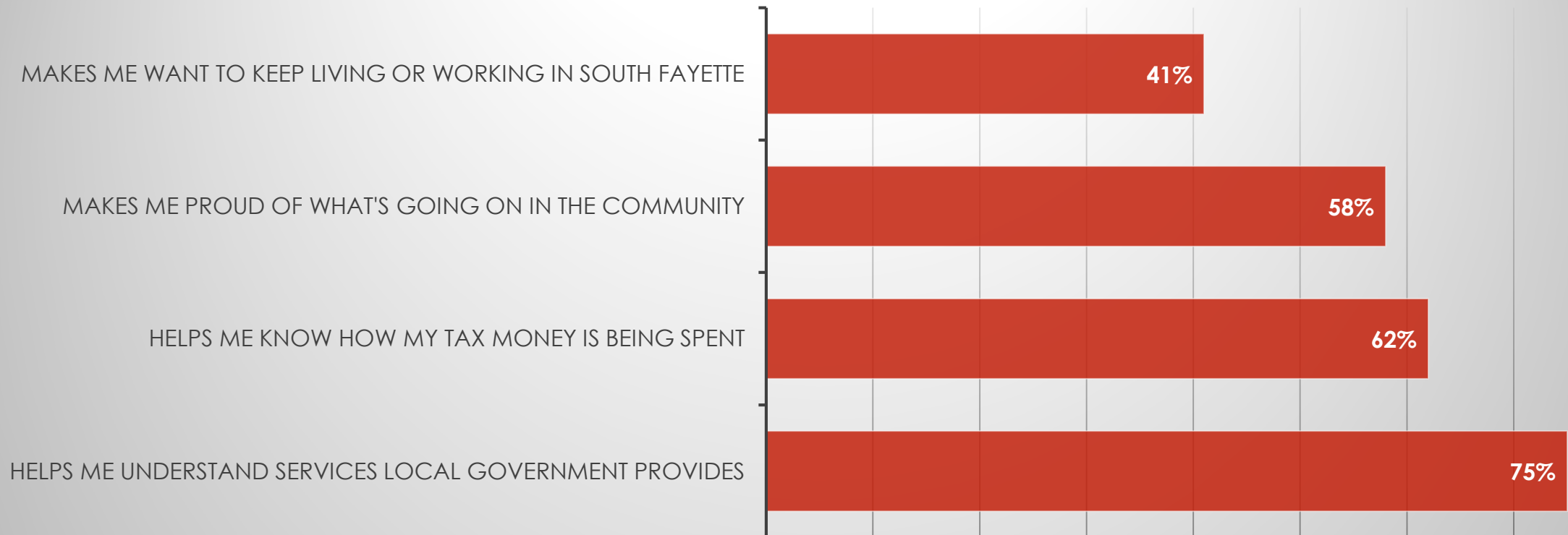


# OUTCOMES



*“This magazine keeps me informed about the township. Since my kids are grown (they always kept me in touch), I am able to keep in touch with township news.”*

## How the magazine strengthens connections

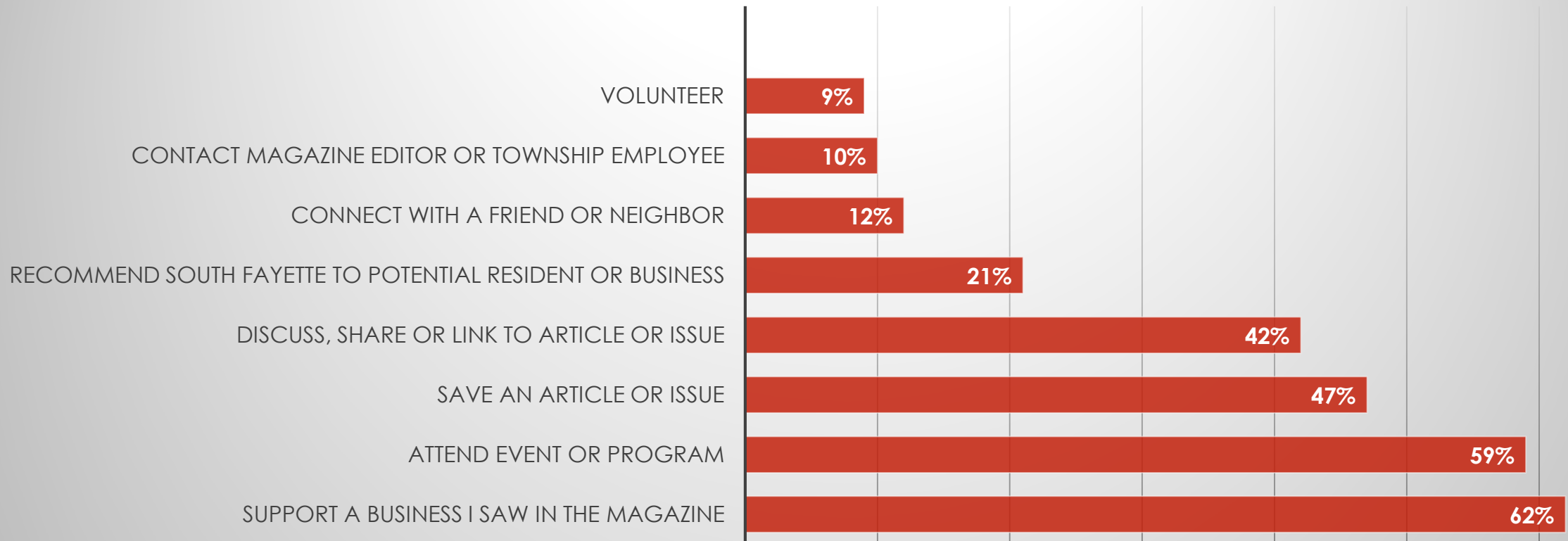


# OUTCOMES

62%

Have supported a business they saw in an article, photo or ad

## Actions prompted by the magazine



# SPONSOR ADVERTISING



82%

**Look at all, most or  
some ads**



54%

**Are 'likely' or 'very likely'  
to contact advertiser or  
become customer**



*"I try to  
support  
local  
businesses."*

# “I LOOK FORWARD TO...”

“...every issue. It is concise, interesting and easy to read.”

“...keeping up-to-date on South Fayette.”

“...reading South Fayette Connect.”

“...the magazine and appreciate having trash and recycling information.”

**“THANK YOU FOR AN EXCELLENT MAGAZINE! VERY INFORMATIVE. KEEP UP THE GOOD WORK.”**

# INSIGHTS

- Magazine is tool for economic/business development
- Facilitates community building
- Viewed as trusted, credible source of information
- Serves as major, or sole, source of South Fayette news
- Internet users and non-users prefer print version
- Residents who are invested in community want to be informed and connected to township
- Helps readers understand local government
- Readers value, use and save the magazine
- Updated graphic design would improve experience
- Some confusion persists with for-profit In Community publication



# ACTIONS

- Create new columns
  - Neighborhood Spotlight
  - Code Corner
- Improve in-house graphic design
  - Updated cover design
  - Allowing for more white space and modern layout
- Keep in mind topics of interest for various audiences
- Stick to quarterly publication and print/online blend
- Bolster identity of South Fayette Connect as township's official magazine
- Continue strengthening understanding of government
- Keep business news pages & sponsor advertising program
- Continue avoidance of advertorials/sponsored content



# SOUTHFAYETTEPA.COM/MAGAZINE

