



Readership Survey – Winter 2023

What's on Woodstock



what's on
WOOF

April 2023



what's on
WOODS

January | February 2023

Your



BRING YOUR BA

The Easter Egg Hunt
kicks off the city's ev



GET ACTIVE

Find info about programs and
activities happening this winter.

2023 BUDGET

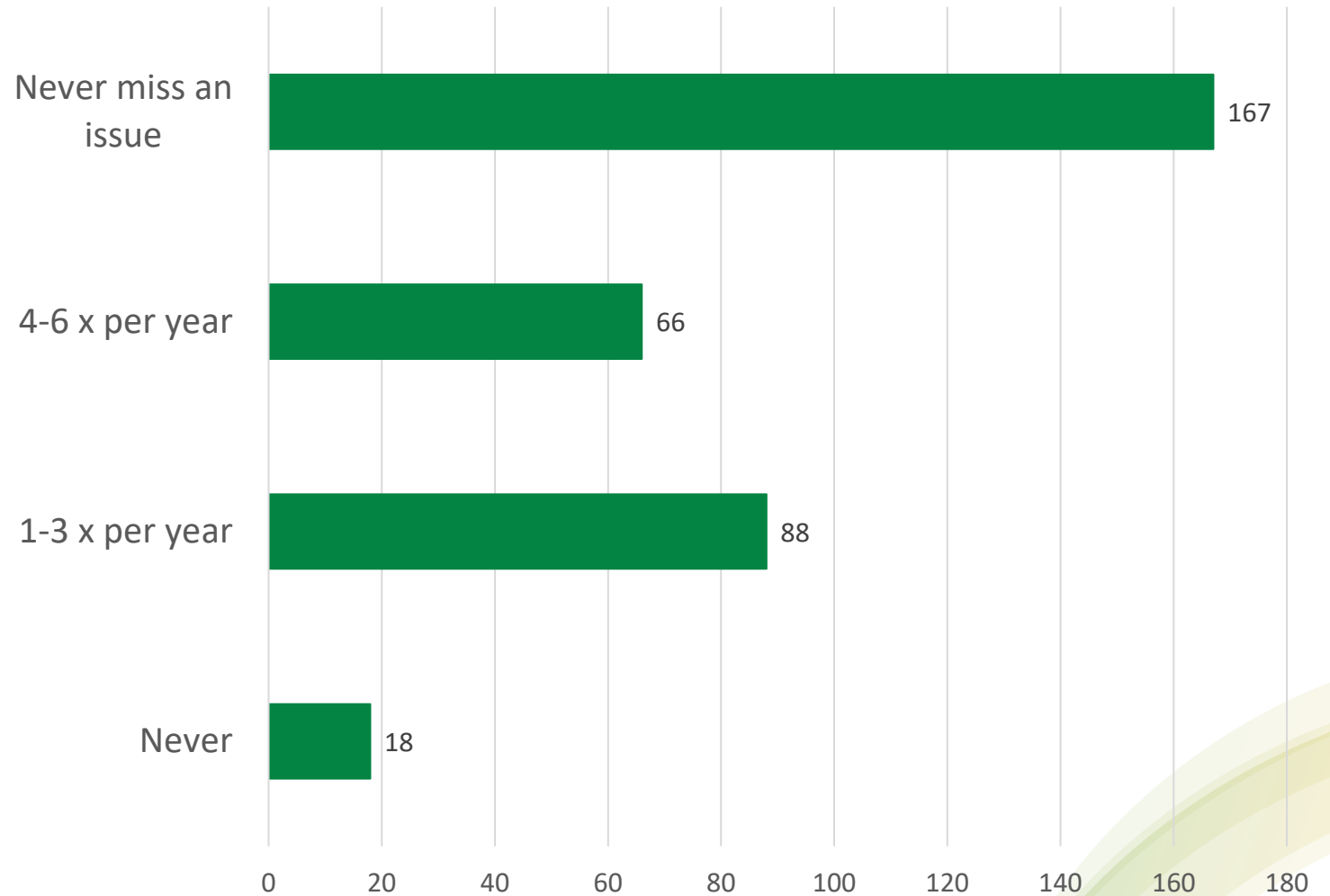
Do your part, be informed,
and get involved.



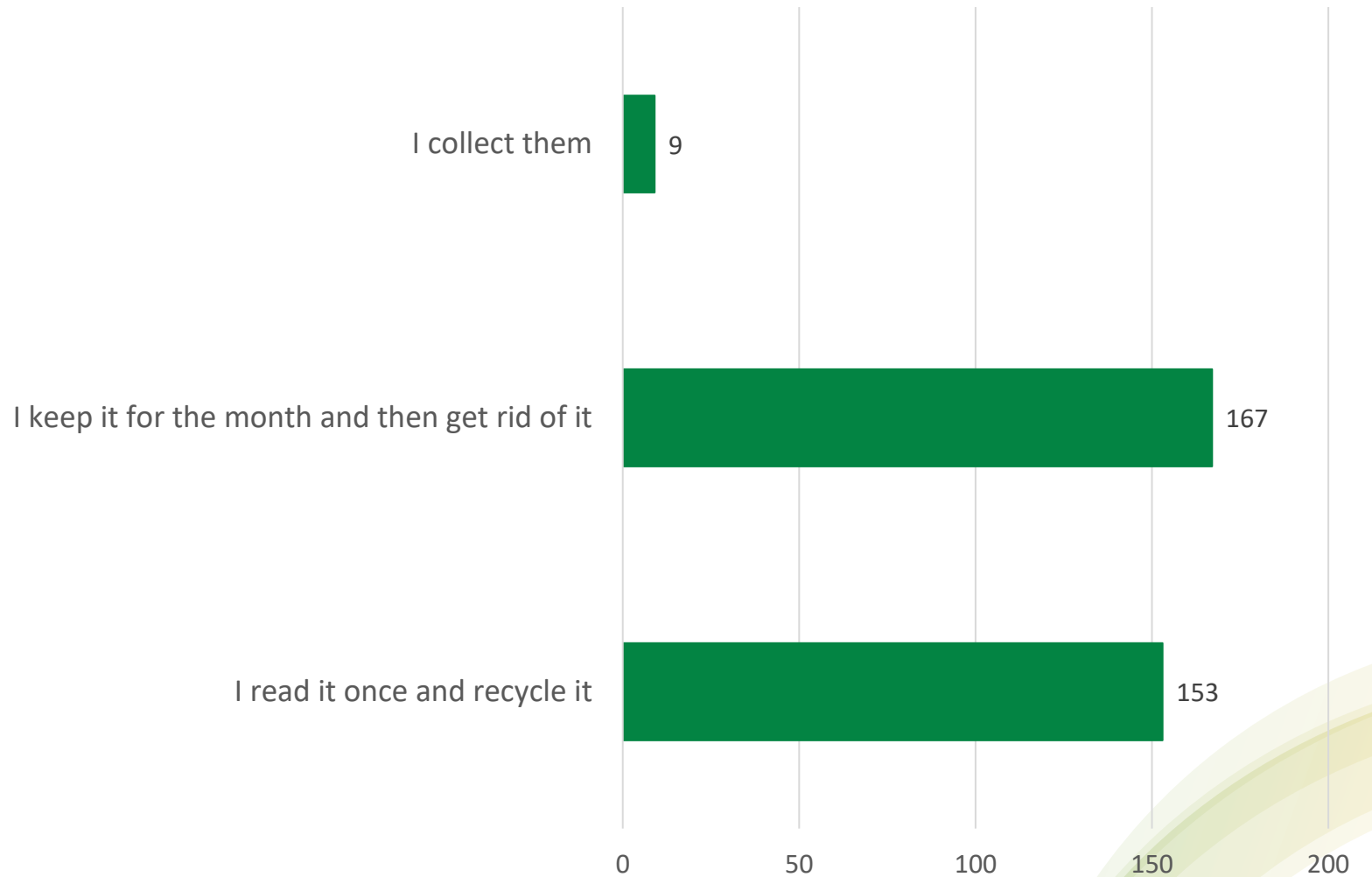
Background

- Survey was open from Dec. 29 – Feb. 28
- 348 responses
- Approximately 90% responded online, 10% paper copies

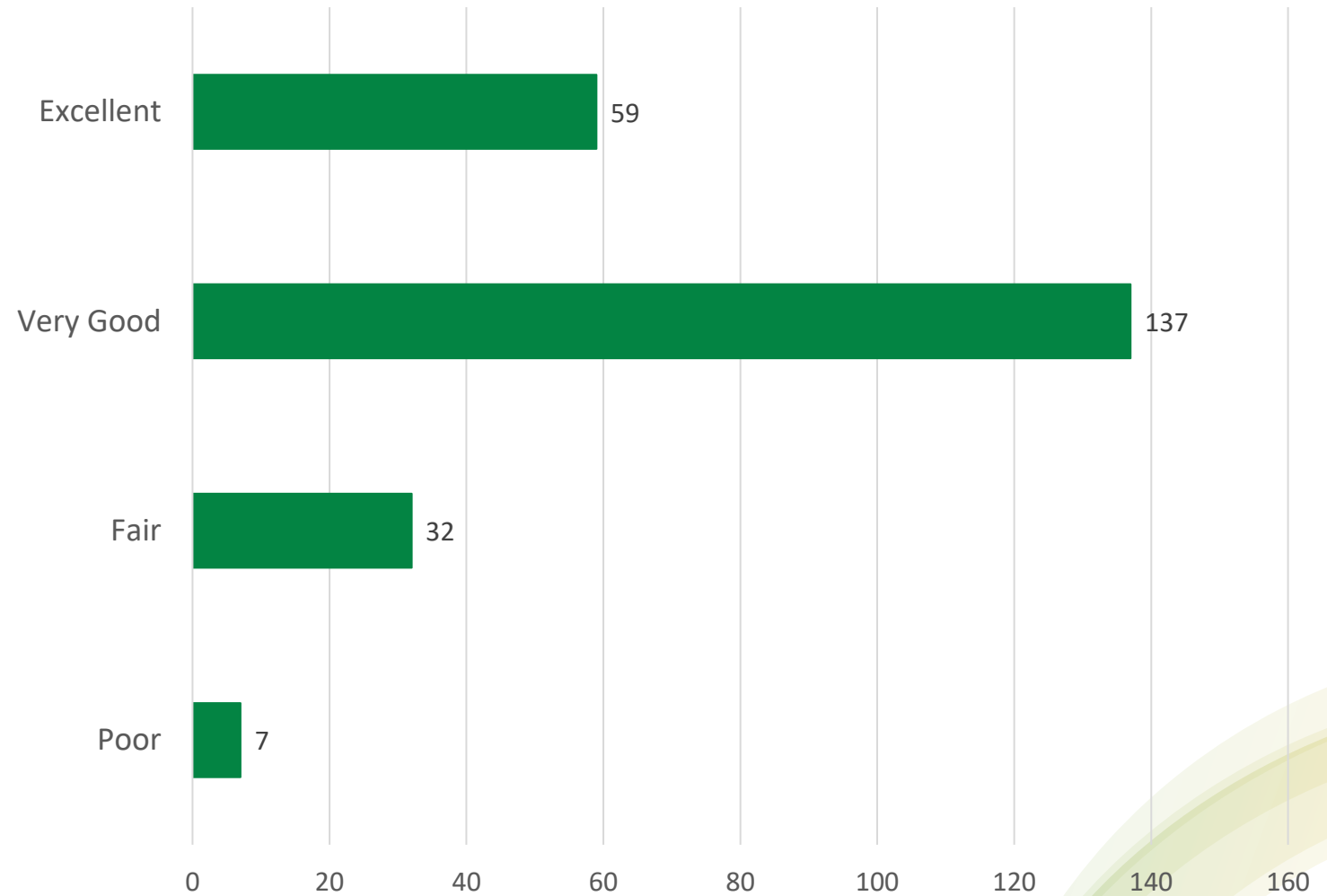
How often do you read What's on Woodstock?



How long do you keep What's On Woodstock magazine in your home?



How would you rate
What's On
Woodstock
magazine as a
communication tool
to get information
about City Programs
and Services?



Which of the following What's On Woodstock features do you enjoy reading?



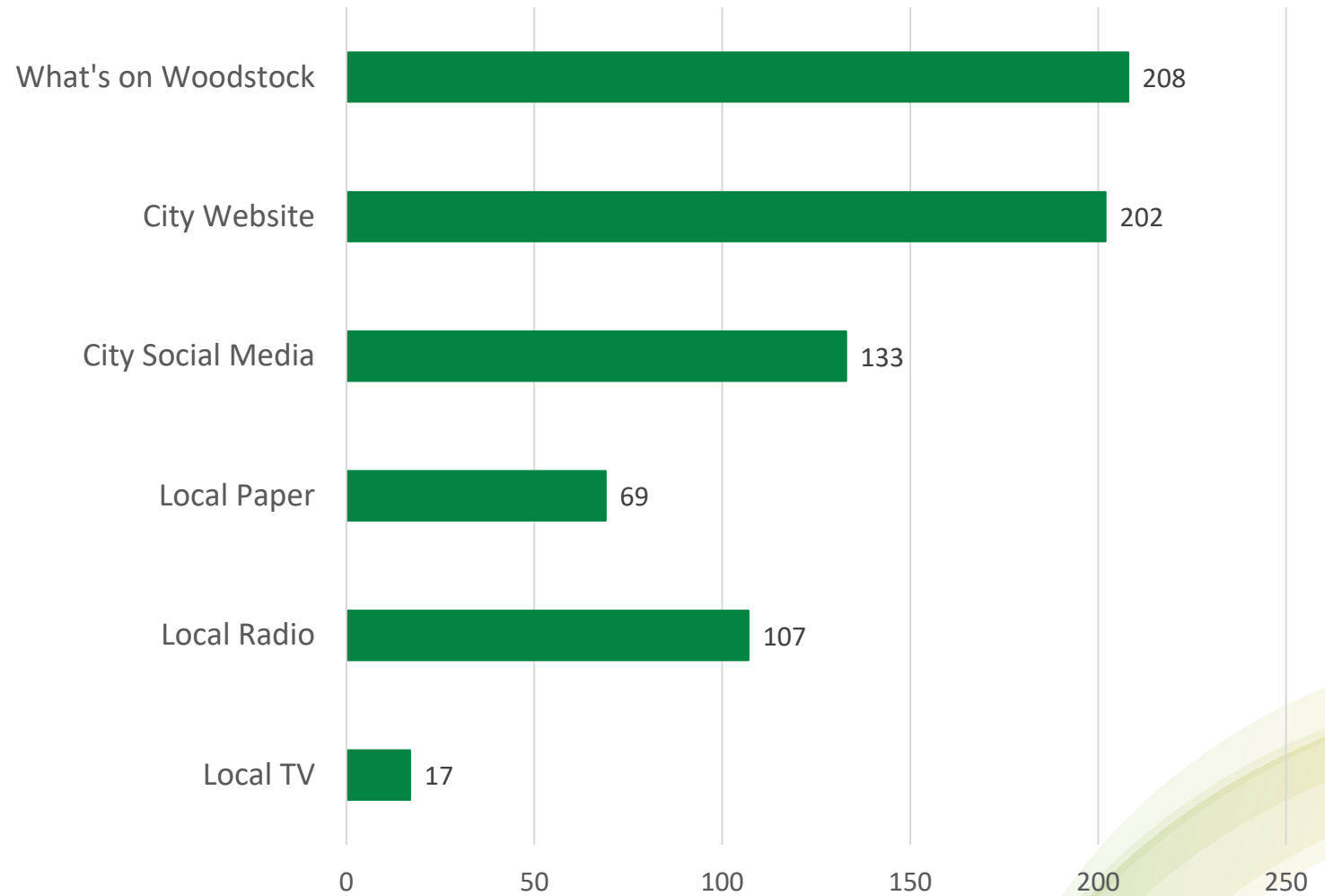
What would you like to see more of in WoW?

- Top responses include:
 - Information about Council decisions
 - Events, activities and things to do
 - Non-City content like profiles about local business, community members, non-profits and schools
- Specifically, several respondents noted that content focuses more heavily on children and senior programs and less for adults

Is there any other feedback you'd like to share about the WoW magazine?

- Wide range of opinions
 - Some wanted more frequent because info is out of date and others suggested less frequent to find cost savings
 - Some want to see the publication discontinued or moved to digital only however, more respondents told us it was great that it was printed and delivered to homes (for a variety of reasons included not having computer access)
- People generally seem to enjoy the publication and think it's a great tool for keeping the public informed

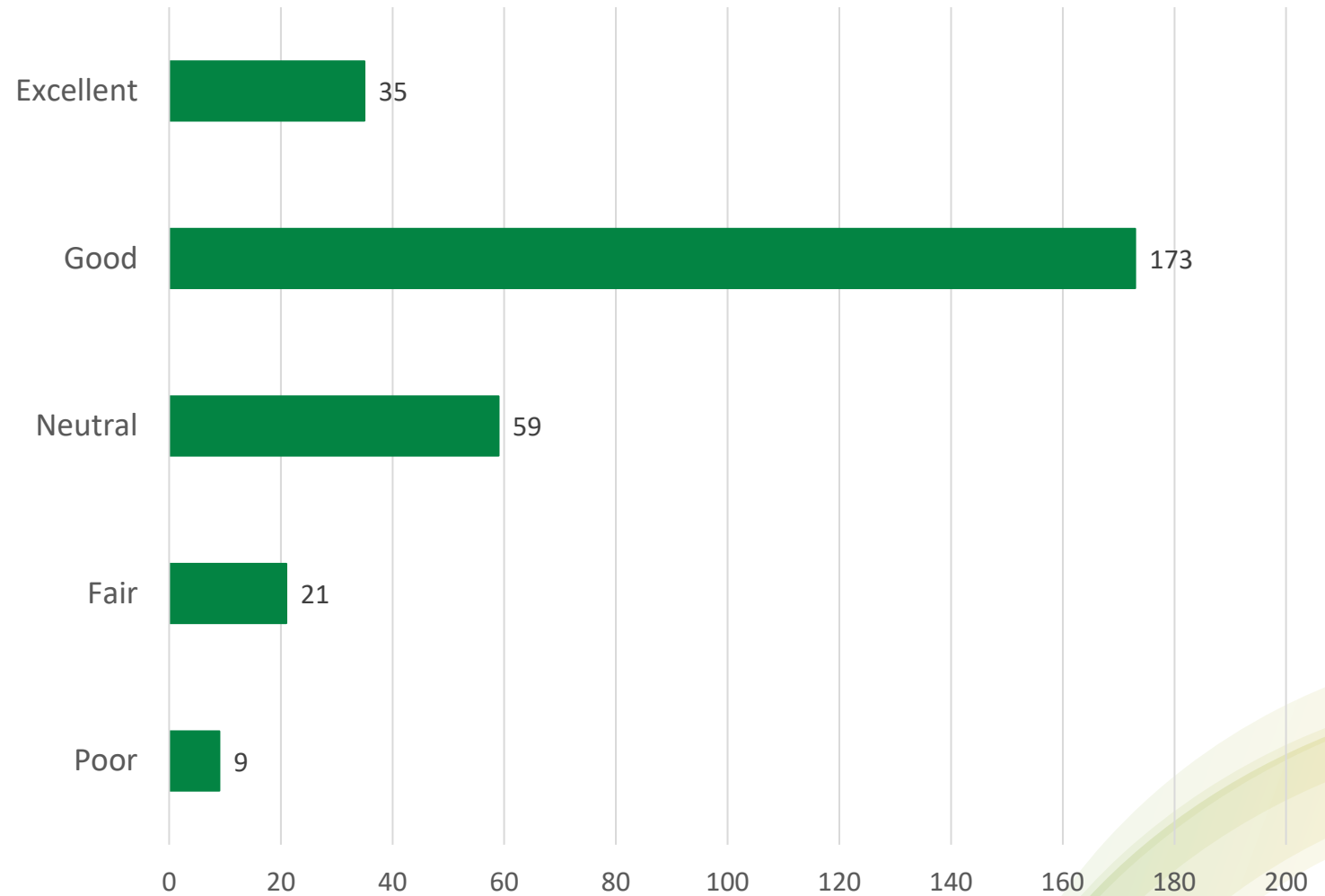
Where do you look for information about City programs and services?



Where else do you get information about things happening in and around Woodstock?

- Most people who answered this question get information by word of mouth (e.g., through friends and family)
- Local bulletin boards (Southgate Centre, library, local shops etc.)
- Several respondents noted the increased communication from members of council through social media
- Other people said they get information from the internet or by reaching out directly to staff or a facility

How would you rate the City's efforts in providing information and making information accessible?



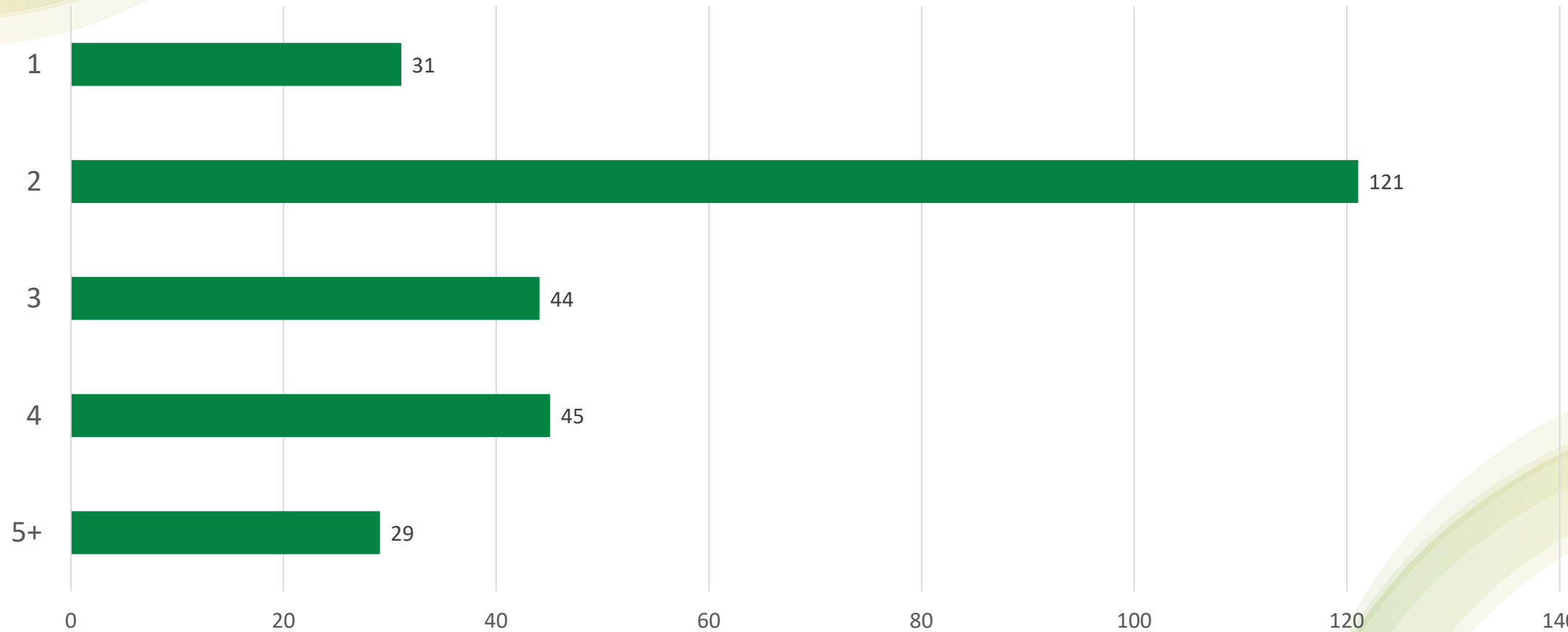
What could we be doing better to help you learn about the programs and services offered by the City?

- Lots of positive feedback, some noting improvements since the new term of council
- More frequent posting on City's social media platforms on a variety of topics. Noted specifically more information on Council decisions
- Several comments about the need to use a variety of traditional marketing channels like publications, newspapers, posters, billboards, radio (in addition to digital)
- Some comments saying they'd like to see the website improved to make it easier to find information (currently difficult to navigate)

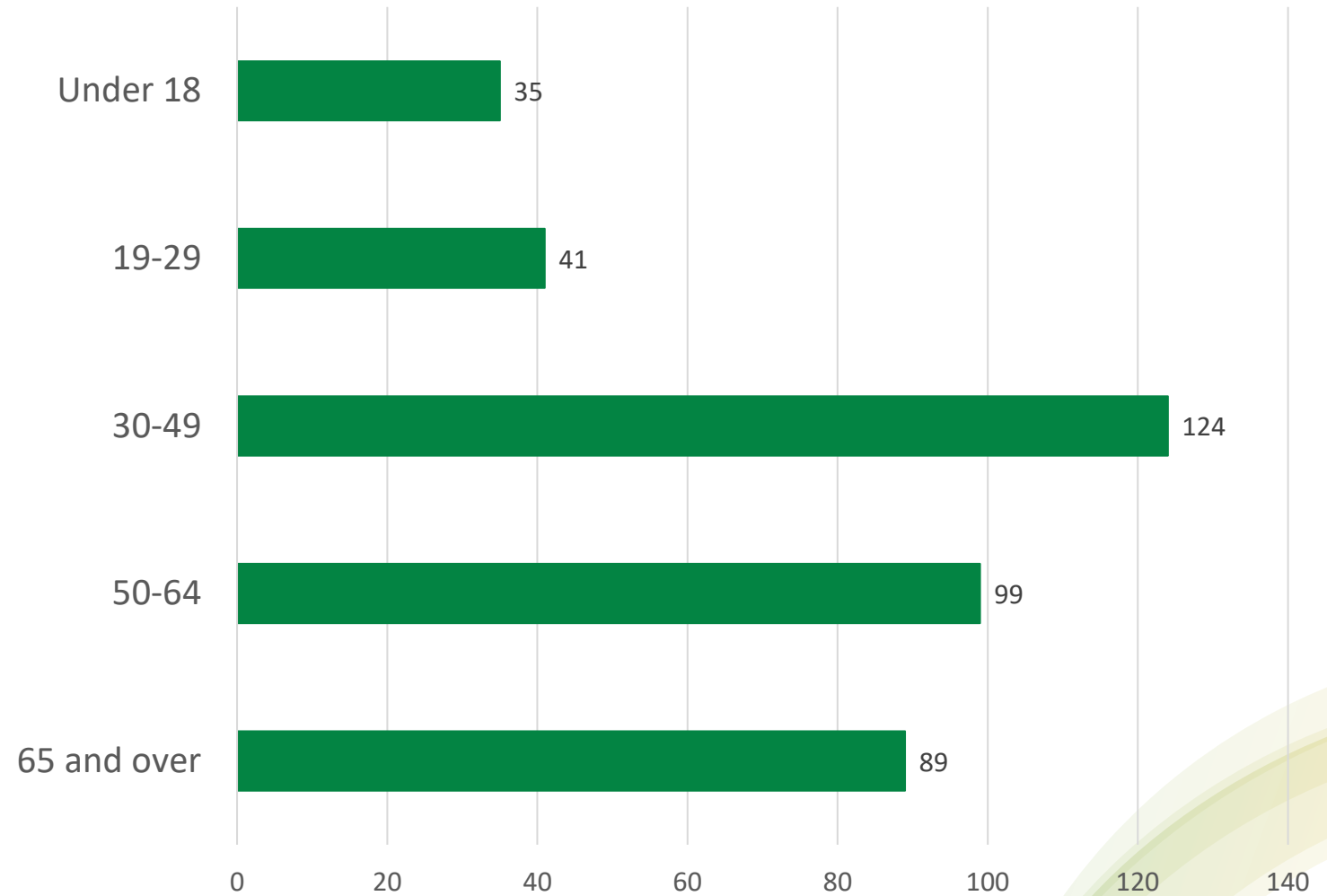
Is there anything else you'd like to tell us about how the City communicates with the public?

- Positive feedback, noting it's been improving
- Appreciation for WoW magazine
- Comments on the need for accurate, timely information (e.g., making sure there is enough notice given)

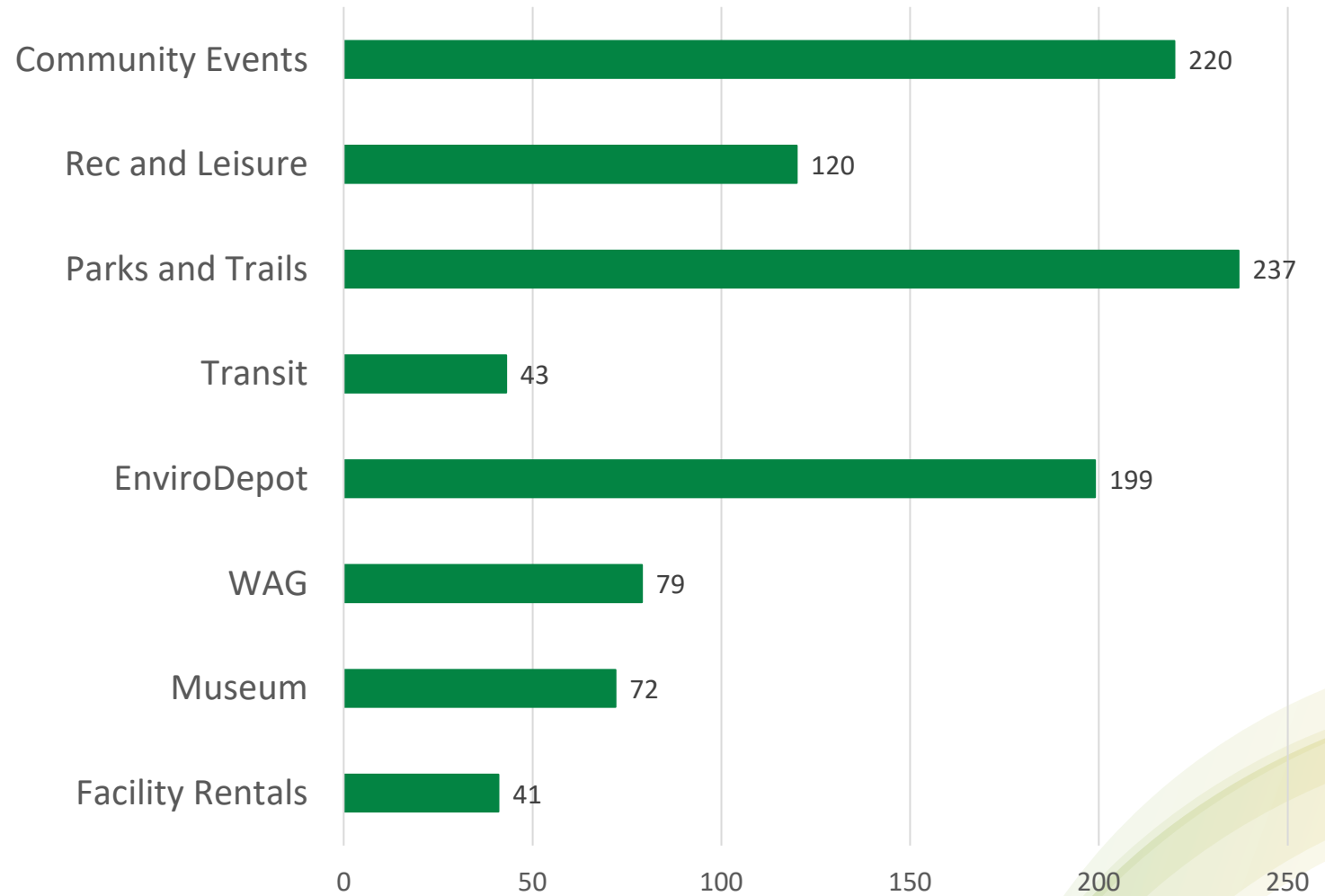
How many people live in your household?



What is the age range of the people in your household who read WoW?



Do you use /
access any of
these City
programs or
services?



How long have you lived in Woodstock?

