



# Reader Survey Results

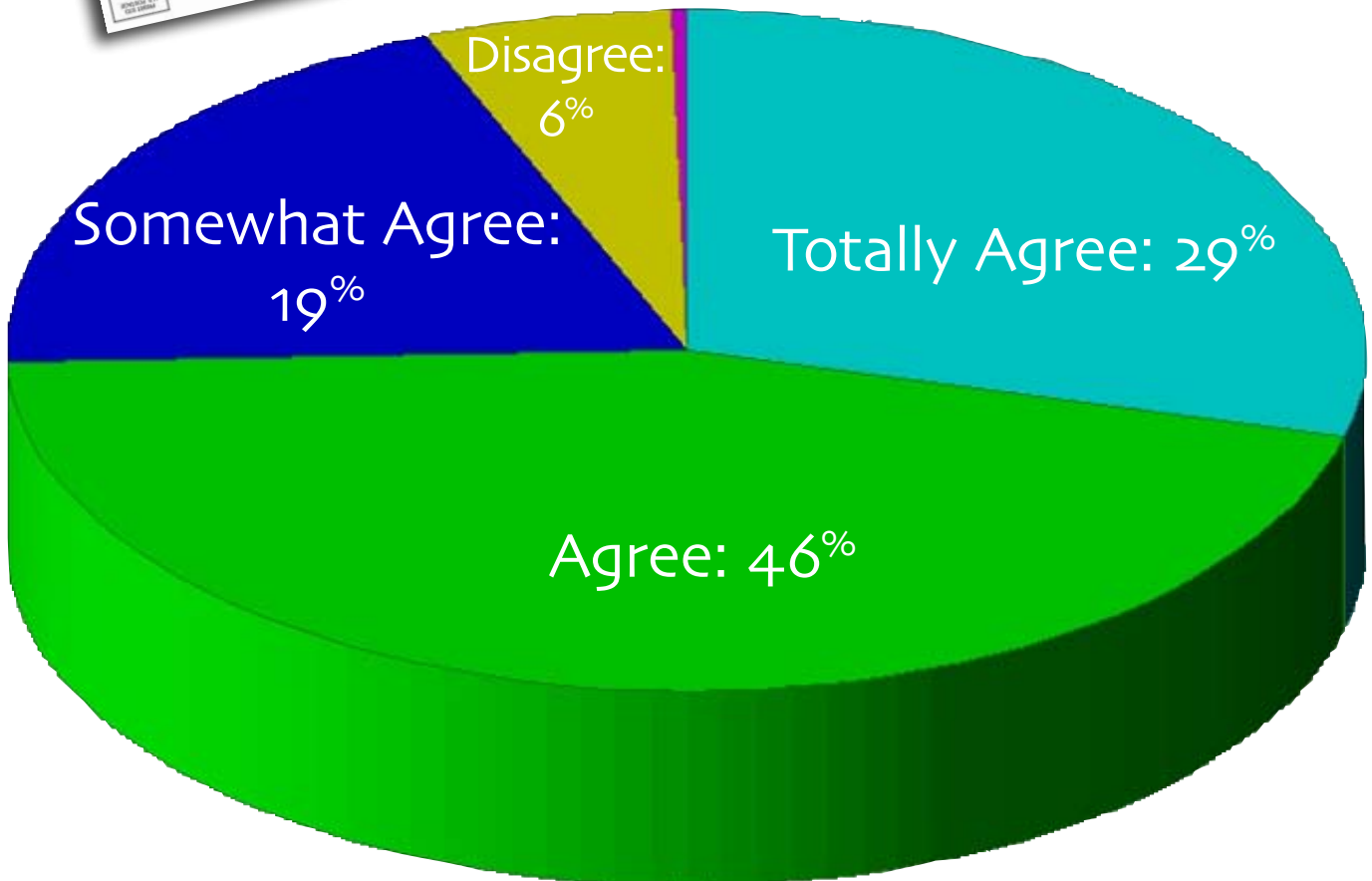
## Neighbors of Batavia

In February, a reader survey was sent out with the City of Batavia utility bills. We have gotten back about 300 completed surveys so far. All have been tabulated and the results follow.

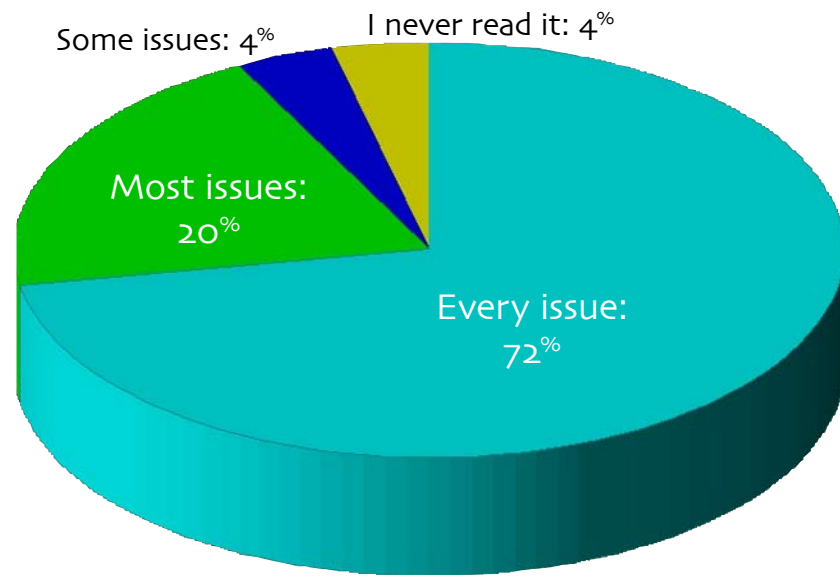
The chart below represents responses to the question:

**"Neighbors of Batavia** Magazine is the single best overall source to keep up to date on what is going on in the Batavia community."

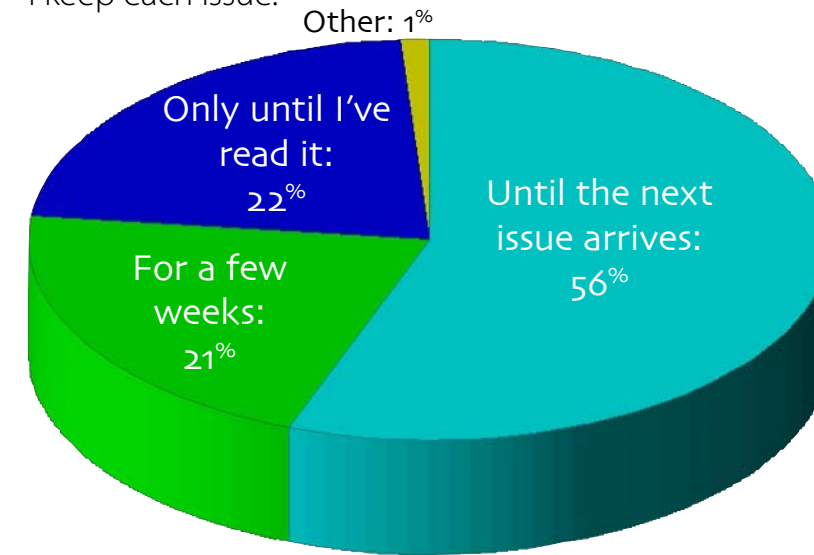
Other: 0%



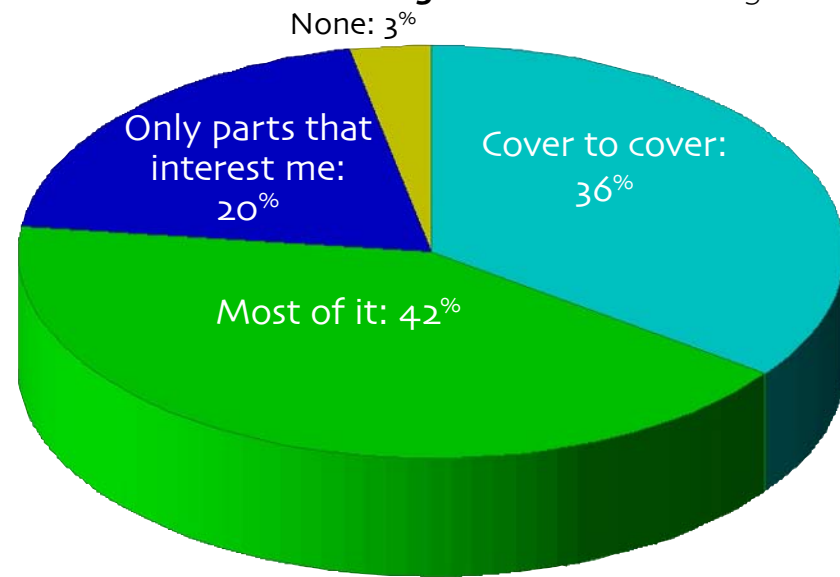
I read **Neighbors of Batavia** Magazine:



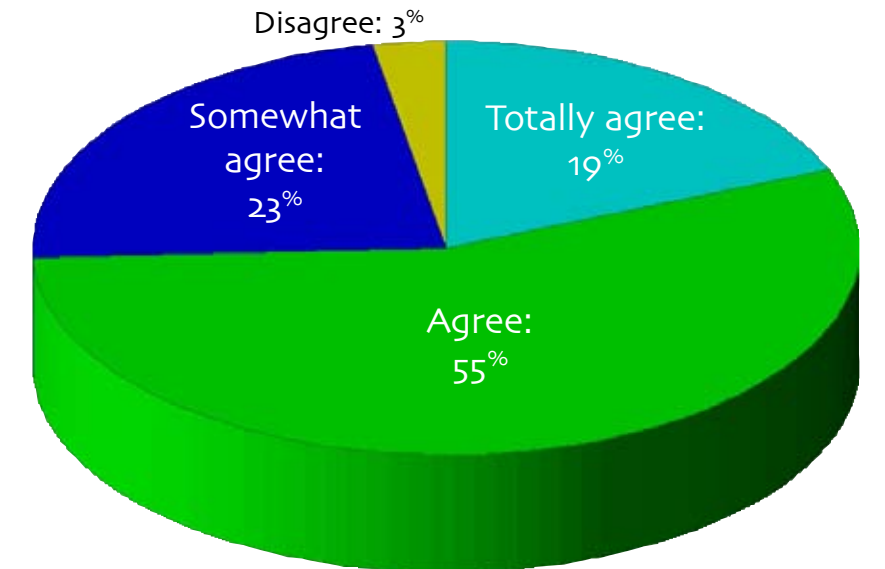
I keep each issue:



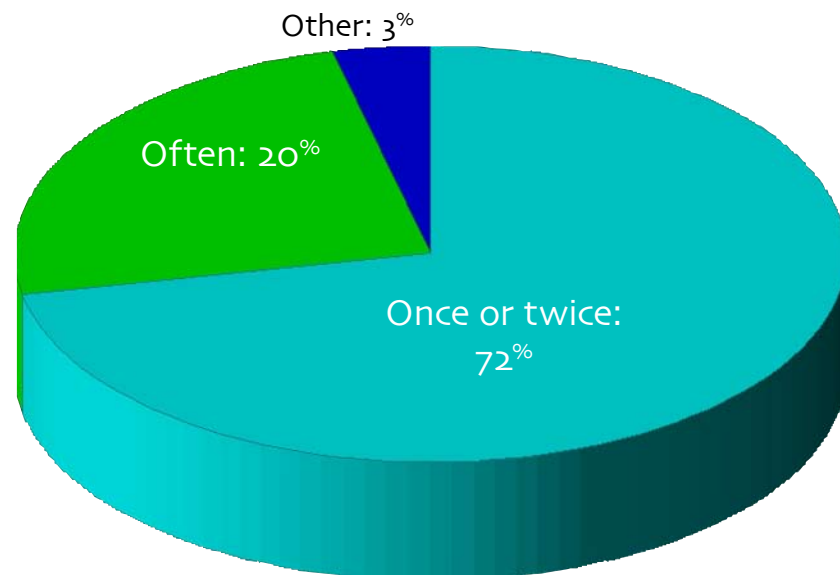
I read **Neighbors of Batavia** Magazine:



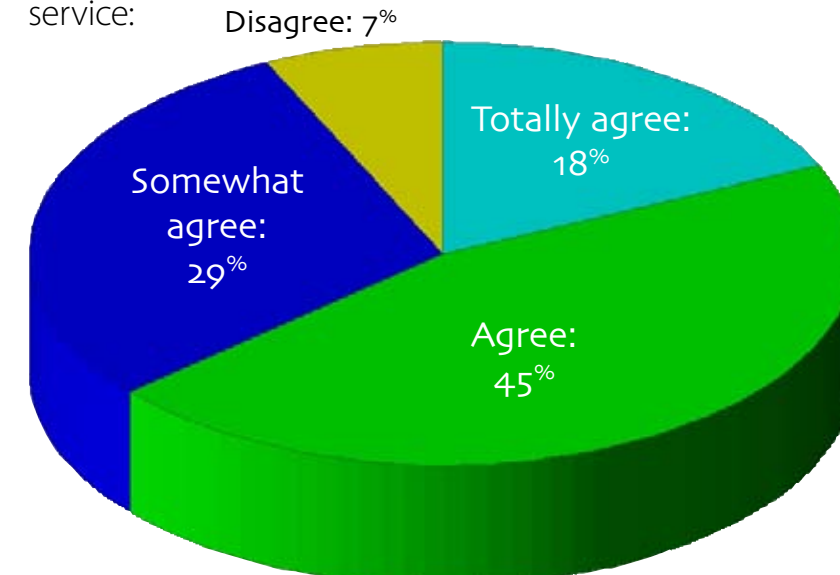
Advertisements in **Neighbors of Batavia** Magazine tend to be useful, informative, well presented:



I refer to each issue:



Advertisements in **Neighbors of Batavia** Magazine may influence my interest in a product or service:



# Reader Comments

## Neighbors of Batavia Reader Survey



*I appreciate the local, home community focus, especially the Good News Items, as relative to local schools, library, and government operations. Thank You!*

*Best informational and we keep it for referral issue to issue.*

*Concise information about Batavia. Readable and accurate.*

*I keep all the issues. Keep them coming for free! Enjoy reading thru them.*

*Beautiful presentation. Lots of information - Handy size, color photos, it's nice to have all the "city news" in one concise booklet.*

*Great for local news—brush pickups, recycling, events in Batavia.*

*This is a handy reference material and I enjoy pictures of local people and events.*

*Good publication—well organized and all info at our fingertips!*

*What a great community magazine. I worked in design (commercial/advertising) for 12 years and this slick publication is a very nice advertisement for the community of Batavia!*

*I keep every issue. (Regarding advertising influence) I want to spend my money in Batavia.*

*I like the size, like the calendar, nice to have all city news in one place!*

*It's great to see stories on Batavians! Good job finding people and what they do to stand out! Everyone likes to see the local guys get noticed!*

*This publication was long overdue. It provides a valuable resource to all Batavia residents (and those who work here).*

*I like the way several publications are all rolled into one. Good use of taxpayer dollars.*

*Great job on a very interesting magazine about Batavia. Very well done.*

The chart below represents readers' answers to the question: "Please rate the following (editorial) sections for overall value, usefulness, relevance and quality (1 to 5, 1 being the highest)."

As you look at this graph, keep in mind that 1 is the highest, so the lower the bar, the better the rating for that editorial section. This reflects a composite average from 300 surveys. Scores range from about 2.25 (highest) to 2.8 (lowest). What this does not show is that the majority of survey respondents scored most editorial sections "1."

