



YOU SAID,  
WE LISTENED!

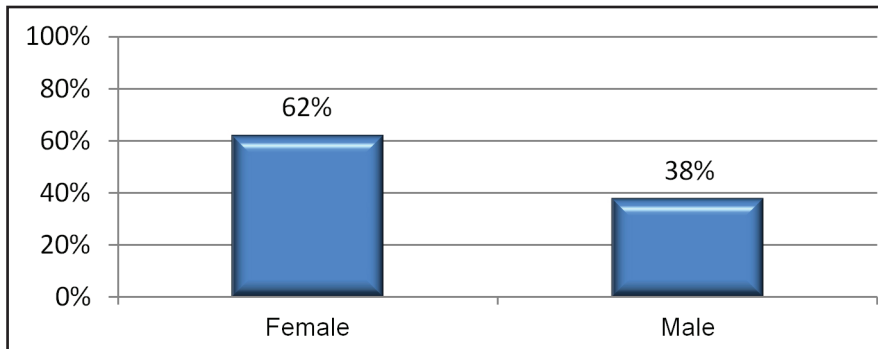
eMagazine Survey Results  
November 2015

# The Findings

An online survey was set up through SurveyMonkey, which was promoted through social media, as well as sent (via email) to all CultureNL and North Lanarkshire Council staff. A total of 606 full or part responses were received between 11/09/15 and 02/10/15 (502 fully completing the online questionnaire).

## Respondent Profile:

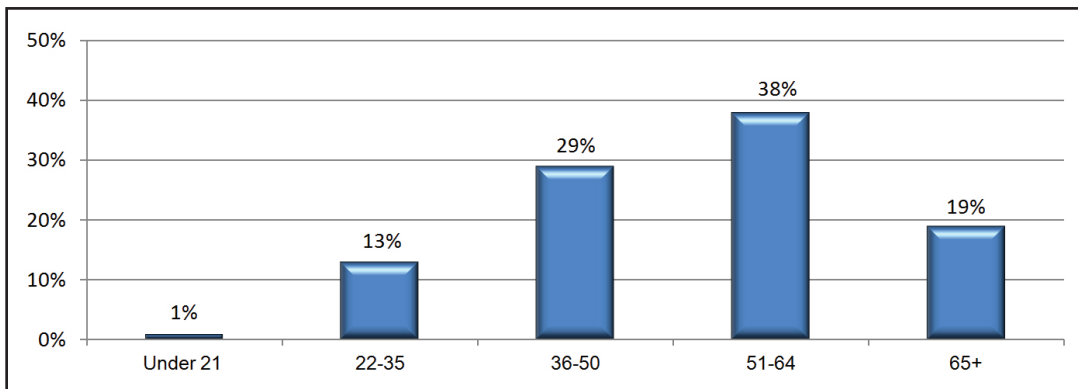
### Gender



Base: 502

Based on respondents indicating their gender (502 in total), 62% were female and 28% were male. These results may indicate a stronger interest on digital magazines from females, although, this cannot be considered conclusive.

### Age Range



*\*Percentages do not sum to 100 due to rounding.*

Base: 502

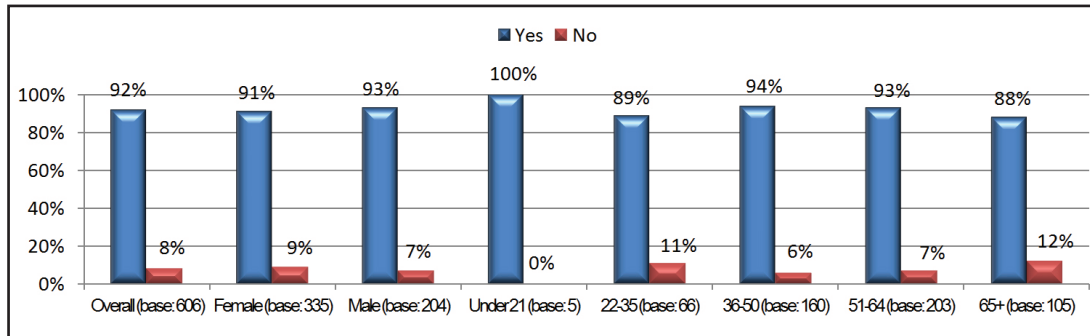
Based on the respondents indicating their age range (502 in total), the response level increased with age progression, before decreasing for the over 65 age range. Similar to the results of gender, this could indicate levels of interest within the age bands. Although, this should, again, not be considered conclusive.



## Results:

Respondents were asked if they would be interested in using an e-magazine service through their library. From a base of 606, 92% stated they were interested. The results were also broken down by gender and age range and, as detailed below, interest was high across the board.

### Would you be interested in using an e-magazine service such as the one described?

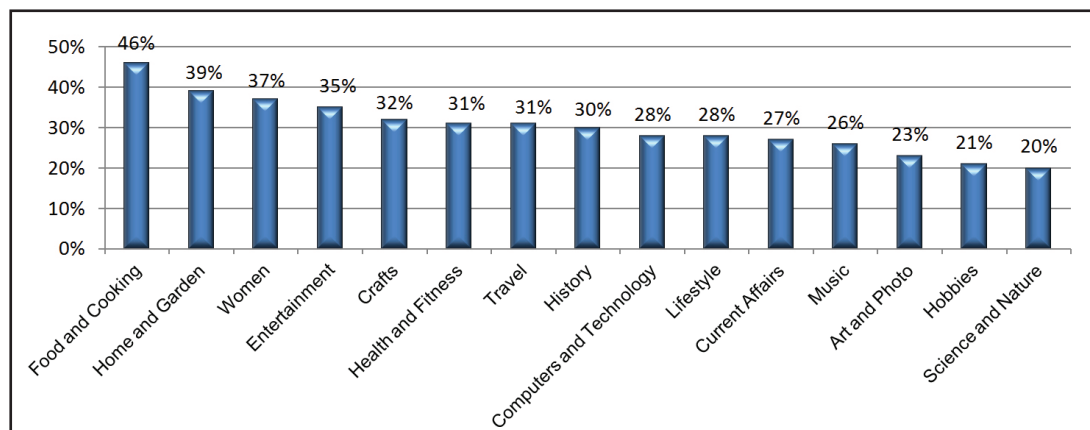


Base: 606

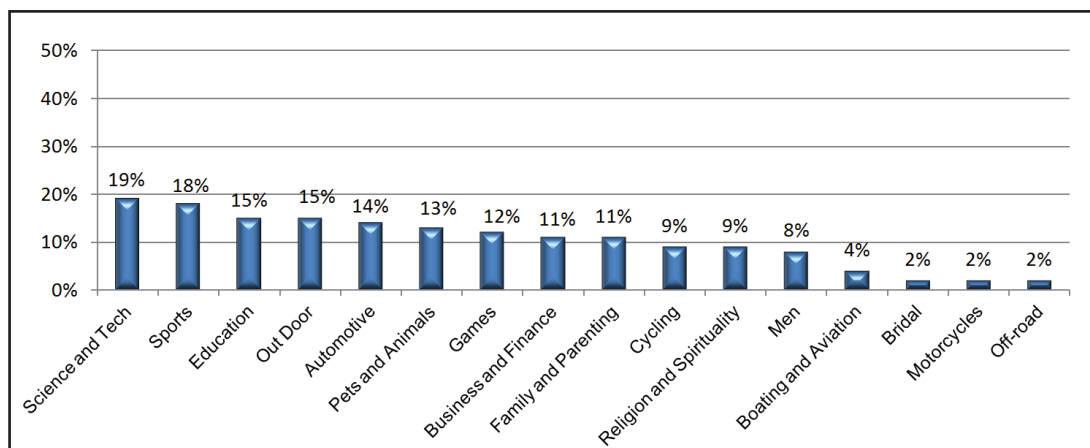
There was a particularly high level of interest from respondents aged under 21, although, the low base level should be taken into account.

Respondents were then asked which genres of magazines would be of interest to them. The results of this are detailed below.

### Which genre(s) of magazine are you interested in? Tick all that apply



Base: 502



Base: 502

As shown on previous page, by a significant margin, the Food and Cooking genre proved to be the most popular (46%), followed by Home and Garden (39%), Women (37%) and Entertainment (35%).

Respondents were then asked to recommend titles of magazines they are interested in. Using the text from the open-ended responses, a 'Word Cloud' was produced, which highlights words used most often.

If available in e-magazine format, which title within the subject areas you have ticked would you recommend?



The results of the eMagazine online consultation were able to inform the CultureNL libraries team as to which eMagazine titles should be included within any future eMagazine service. The following titles were decided to be of most benefit, both financially and in terms of demand:

- |                         |                             |                           |
|-------------------------|-----------------------------|---------------------------|
| Amateur Photographer    | Gardner's World             | Edition                   |
| BBC Easycook            | Golf Monthly                | Olive Magazine            |
| BBC Focus               | Good Housekeeping           | Prima                     |
| BBC Good Food           | Health and Fitness          | Prima Baby                |
| BBC History Magazine    | HELLO! Magazine             | Q Magazine                |
| BBC Wildlife Magazine   | Homes & Gardens             | Red                       |
| Cardmaking & Papercraft | Ideal Home                  | Simply Crochet            |
| Computeractive          | Lonely Planet Traveller     | Simply Knitting           |
| Cross Stitcher          | Men's Health                | The Week                  |
| Cycling Active          | Mollie Makes                | What Car?                 |
| Empire                  | National Geographic         | Who Do You Think You Are? |
| FourFour Two UK         | Interactive                 | Women & Home              |
| Games TM                | New Scientist International | Women's Health            |

For more information,  
 contact Fraser Grieve 01236 856237  
 frasergrieve@culturenl.co.uk  
 Culture NL Limited  
 Summerlee Museum of Scottish Industrial Life  
 Heritage Way, Coatbridge ML5 1QD  
[www.culturenl.co.uk](http://www.culturenl.co.uk)

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