

2014 Readership Survey Report

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Introduction

Every few years, the Association of BC Forest Professionals (ABC FP) measures the effectiveness of our main communication vehicle, **BC Forest Professional** magazine in the form of a survey of readers. This year, we also asked readers about **The Increment** e-newsletter. The results of the survey will be used to improve the magazine and e-newsletter and to ensure we are providing the information our readers need.

The readership survey was conducted in July 2014. All ABCFP members plus non-member subscribers to **BC Forest Professional** magazine and **The Increment** e-newsletter were sent invitations to participate. The association thanks the 985 people who took the survey, which had a completion rate of 89%.

Please note that all numbers have been rounded to the nearest percentage.

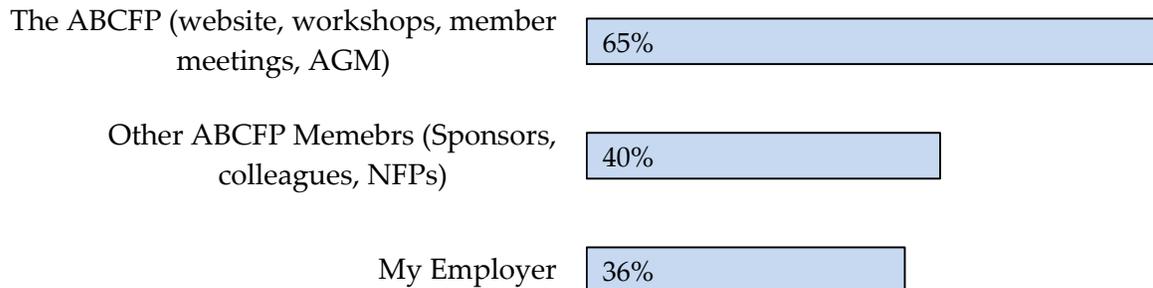
Demographics

There were 985 survey respondents. Of those:

- 52% are RPFs
- 28% are RFTs
- 10% are retired
- 7% are enrolled members
- 2% are associate members
- The remainder includes transferring forest professionals, limited licence holders, honorary members, students and others

ABCFP as a Source of Information

The ABCFP continues to be one of the main sources of forestry information for respondents. The top three information sources are (respondents were able to select more than one option):



BC Forest Professional Magazine

BC Forest Professional (BCFP) magazine continues to be appreciated by members.

- 78% read it always or most of the time
- 40% of respondents occasionally pass their copy of the magazine on to others.
- 75% agree or strongly agree that BCFP is a valuable benefit of their membership.

Eighty-one percent of regular readers report spending at least 15 minutes reading each issue. In the comments section, respondents often stated that they skimmed the entire magazine and read the stories they found most interesting in full. If they aren't regular readers of the magazine, members report not having enough time (59%) rather than not being interested in the material (9%) as the reason.

The printed version of the magazine is still preferred by the majority of readers (59%).

Members are generally very satisfied with most aspects of BCFP magazine. The breakdown is as follows.

Satisfaction with BCFP Magazine

Area	Percentage Satisfied and Very Satisfied
Overall satisfaction	94
Overall quality	97
Writing quality	97
Appearance	97
Relevance of content	89
Usefulness of content	95
Timeliness of content	92
Themes or topics	88
Ease of reading	96
Mix of news, articles and features	90
Length of articles	95
Frequency of publication	97
Length (number of pages)	97

The two areas that fall below 90% are ‘relevance of content’ and ‘themes or topics.’ While we strive to provide relevant content in every issue, it is virtually impossible to do so for every member. Instead, we attempt to provide interesting topics and relevant content to different membership groups over the course of a year.

Members also like all of the regular features in BCFP magazine. Even the features that received a ‘lower’ grade are still enjoyed by over 80% of readers.

Satisfaction with Regular Features of BCFP Magazine

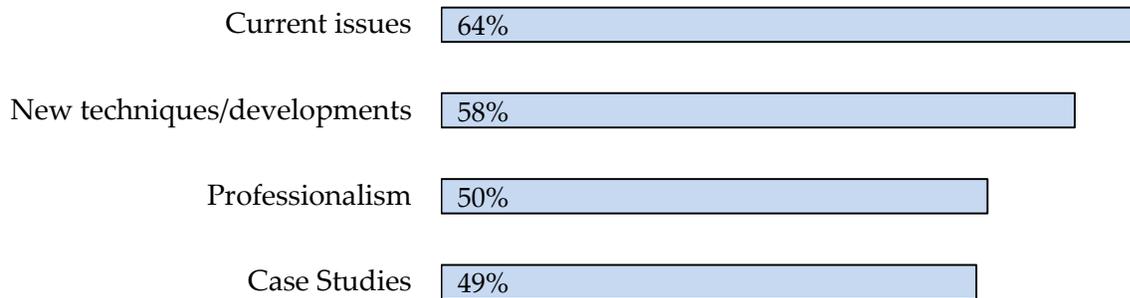
Regular Feature	Percentage Satisfied and Very Satisfied
Association News	94
Book reviews	82
Viewpoint articles	96
Letters	94
Member News (including obituaries)	95
President’s Report	92
CEO’s Report	84
Legal Perspective	93
Interest articles	94

We also run a number of annual special features in the magazine. While these annual offerings are not as popular as the regular features, they are still enjoyed by a vast majority of readers.

Satisfaction with Special Features of BCFP Magazine

Special Feature	Percentage Satisfied and Very Satisfied
NFW Art Contest Winners	90
Conference Highlights and Award Winners	90
ForesTrust Scholarships	90
ABCFP Conference Brochure	92

In addition to asking readers which of the current features they enjoyed, we also asked them what they would like to see more of in the future (respondents were able to select as many options as they wanted). The top four responses are:

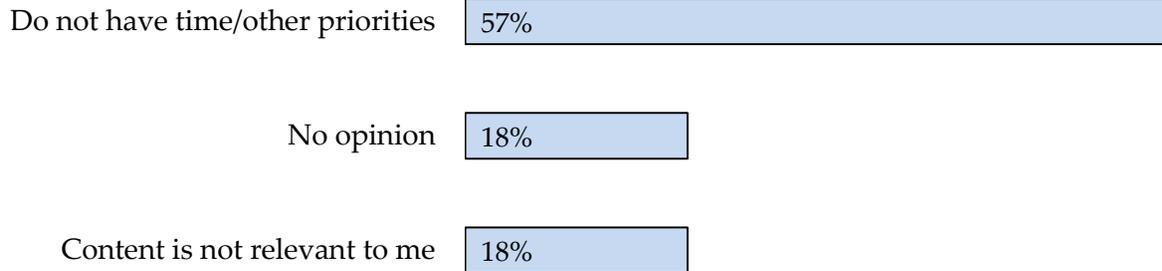


Members were also given the option to write-in other topics of interest. The most common write-in responses (excluding ones already listed above) are:

- Legislative/policy changes
- Current research findings/studies in progress
- Software and technology (news, reviews, examples of use etc.)
- Safety

The Increment E-Newsletter

The Increment is not as popular as BCFP magazine. It is not as widely read (59% report reading it often or always) but those who do read it like the content. In fact, 83% agree that the e-newsletter gives them important information about what’s happening at the ABCFP. Members who are not regular readers of **The Increment** report the following top three reasons:



Of the members who are regular readers of the e-newsletter, we are pleased to see that the vast majority of readers (71%) skim the table of contents and click on any stories that appeal to them. In addition, the majority (64%) spend less than 15 minutes with each issue. We have designed **The Increment** to be a quick read for members and do not expect any one member to read each story. The table of contents was designed to show each story and allow members to select only the ones that were relevant to them.

While the satisfaction levels are lower than with the BCFP magazine, we are still pleased with the results.

Satisfaction with The Increment E-newsletter

Area	Percentage Satisfied and Very Satisfied
Overall satisfaction	91
Writing quality	97
Appearance	87
Relevance of content	89
Usefulness of content	87
Timeliness of content	94
Ease of reading	92
Frequency (bi-monthly)	95

When asked about what members would like to see more of in **The Increment**, they responded with:

1. New guidance, policies, legislation (67%)
2. Training opportunities offered by the ABCFP (55%)
3. Training opportunities offered by third parties (44%)

Interestingly, **The Increment** already includes all of this information which indicates that we may need to do a better job of packaging it in the e-newsletter to make it more accessible. While some members cite the desire to cut back on their online reading as a reason they do not read **The Increment** regularly, the vast majority of respondents (82%) want to receive the e-newsletter via e-mail.