



Research Report



Review of The Magazine

Prepared for: LSC East Midlands

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Prepared for: LSC East Midlands

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Table of Contents

1	Executive summary	1
1.1	Introduction	1
1.2	Readership of <i>The Magazine</i>	1
1.3	Attitudes towards <i>The Magazine</i>	1
1.4	Overall satisfaction with and likelihood to read <i>The Magazine</i>	2
1.5	Readership of other publications	2
1.6	Readership of <i>LSC News</i>	2
1.7	Recommendations	3
2	Introduction	4
2.1	Background	4
2.2	Methodology	4
2.3	Reporting of data	6
3	Readership of <i>The Magazine</i>	7
3.1	Whether stakeholders read <i>The Magazine</i>	7
3.2	Reasons for non readership of <i>The Magazine</i>	7
3.3	Pattern and extent of readership	8
3.4	What readers do with <i>The Magazine</i> after reading it	11
3.5	Readership of the December issue of <i>The Magazine</i>	12
4	Attitudes towards <i>The Magazine</i>	14
4.1	Perceptions of length and frequency	14
4.2	Content and layout	17
4.3	Types of articles	18
4.4	Suggestions for improvement	19
5	Overall satisfaction with and likelihood to read <i>The Magazine</i>	20
5.1	Overall satisfaction	20
5.2	Likelihood to read <i>The Magazine</i> in the future	21
6	Readership of other publications	22
6.1	Other magazines and publications read	22
6.2	Comparison of <i>The Magazine</i> vis a vis other publications	25
7	Readership of <i>LSC News</i>	28
7.1	Whether readers read <i>LSC News</i>	28

Review of The Magazine

7.2	Usefulness of <i>LSC News</i>	30
7.3	Preferred methods of receiving news about LSC East Midlands	33
7.4	Interest in <i>LSC News</i> among non readers.....	34
Appendix 1 : Profile of stakeholders		36
	Gender and age	36
	Length in job.....	38
Appendix 2 : Questionnaire.....		39

Table of Figures

Figure 1 : Outcome of call.....	5
Figure 2 : Q1 Whether stakeholders had read <i>The Magazine</i> in the last 12 months(all respondents)	7
Figure 3 : Q9 How soon readers start reading <i>The Magazine</i> (all readers).....	8
Figure 4 : Q10 The amount of <i>The Magazine</i> read (all readers).....	9
Figure 5 : Q13 The number of issues read (all readers).....	10
Figure 6 : Q22 What readers do with <i>The Magazine</i> after reading it (all readers)	11
Figure 7 : Q18 Whether read the December issue (all readers)	12
Figure 8 : Q19 Recall of the content of the December issue – unprompted (readers where read the December issue).....	13
Figure 9 : Q11 Length of <i>The Magazine</i> (all readers)	14
Figure 10 : Q12 Frequency of publication (all readers).....	15
Figure 11 : Q14 Strength of the LSC branding of the front cover of <i>The Magazine</i> (all readers).....	16
Figure 12 : Q15 Content and layout of <i>The Magazine</i> (all readers).....	17
Figure 13 : Q16 The types of articles in <i>The Magazine</i> (all readers)	18
Figure 14 : Q17 Ways in which <i>The Magazine</i> could be improved – unprompted (all readers)	19
Figure 15 : Q21 Overall satisfaction with <i>The Magazine</i> (all readers)	20
Figure 16 : Q20 Likelihood to read <i>The Magazine</i> in the future (all readers).....	21
Figure 17 : Q23a Number of publications read (all readers).....	22
Figure 18 : Q23b The names of other publications read – unprompted (readers where read other publications – showing those mentioned by 3%+).....	23
Figure 19 : Q24 The main other publication read – unprompted (readers where read other publications – showing those mentioned by 2%+)	24
Figure 20 : Q25 <i>The Magazine</i> compared to other publications (readers where read other publications).....	25
Figure 21 : Q26 Reasons why <i>The Magazine</i> is better than other publications – unprompted (readers where <i>The Magazine</i> is considered better than other publications)	26
Figure 22 : Q26 Reasons why <i>The Magazine</i> is worse than other publications – unprompted (readers where <i>The Magazine</i> is considered worse than other publications)	27
Figure 23 : Q27 Whether readers have heard of <i>LSC News</i> (all readers)	28

Review of The Magazine

Figure 24 : Q28 Whether readers have read <i>LSC News</i> (all readers)	29
Figure 25 : Q29 Whether readers think <i>LSC News</i> is a useful supplement (readers where have read <i>LSC News</i>)	30
Figure 26 : Q30 Reasons readers think <i>LSC News</i> is useful – unprompted (readers where think <i>LSC News</i> is useful)	31
Figure 27 : Q31 How useful <i>LSC News</i> is to have available on-line (readers where have read <i>LSC News</i>)	32
Figure 28 : Q32 The preferred method(s) of receiving news about the LSC and its activities (readers where have read <i>LSC News</i>)	33
Figure 29 : Q33 Likelihood of reading <i>LSC News</i> in the future (readers where have not read <i>LSC News</i>)	34
Figure 30 : Q34 Interest in having a look at <i>LSC News</i> on-line (all readers)	35
Figure 31 : Q36 Gender of stakeholder (where received <i>The Magazine</i>)	36
Figure 32 : Q35 Age of stakeholder (where received <i>The Magazine</i>)	37
Figure 33 : Q37 Length in job (where received <i>The Magazine</i>)	38

1 Executive summary

1.1 Introduction

In total, 330 interviews were undertaken with stakeholders of the LSC, with 266 among these in receipt of *The Magazine*. These were distributed thus :

- 256 among readers;
- 10 among non readers.

An additional 21 interviews were completed with those who received *The Magazine* and did not read it and those who had not received the magazine. They were mailed a copy of *The Magazine* and interviewed again, to find out what 'new readers' thought of the publication. All interviews were undertaken over the telephone in February and March 2008.

1.2 Readership of *The Magazine*

The vast majority (96%) of those stakeholders who receive *The Magazine*, read it. Reasons for non readership centre on having no time (4 respondents out of the 10 non readers interviewed) or feeling it was not relevant to their jobs (3).

Readers tend to read *The Magazine* straight away (34%), within a day or so (21%) or within 2-5 days (20%). They also tend to read every copy (80%). However, most just skim it (31%) or read the parts that interest them (47%). After reading it, many (45%) pass it on to a colleague, file it (23%) or leave it for other people to read (14%).

Three quarters of readers (75%) said they had read the December issue, but many of these (73%) could not recall any of the content.

1.3 Attitudes towards *The Magazine*

The vast majority of readers (93%) think the length of *The Magazine* is about right, with a similar proportion of new readers (91% : sample base 21) also agreeing. Eight in ten readers (81%) believe three publications a year is about right, with 18% saying it is not enough. This (latter) figure rises to 38% among new readers.

More than three quarters (77%) of readers feel there is a strong branding of LSC East Midlands associated with the front cover of *The Magazine*, although this falls to 52% among new readers.

A majority of readers rate *The Magazine* positively in terms of clarity of information (73% rating very/fairly good), keeping up to date with LSC activities (62%), and usefulness of information (52%). However, this falls to less than half (47%) when rating *The Magazine* positively in terms of 'interesting articles'. This pattern is similar among new readers (71%, 71%, 62% and 57% respectively).

More than half of readers rate the features (57%), news articles (55%) and facts & figures (50%) as informative, although fewer rate the non-LSC guest views (33%) and LSC guest views (31%) as informative. Again, this pattern is similar among new

readers (52% rating features informative, 57% news articles, 29% facts & figures and 19% views & comments).

Almost four in ten readers (38%) made suggestions for improvement, although these tend to be piecemeal in nature. More information (5%), more colour (5%) and greater frequency of publication (4%) are the main ones. Non readers tend to reiterate similar comments, particularly the need for more colour (14%).

1.4 Overall satisfaction with and likelihood to read *The Magazine*

About two thirds of readers (67%) are satisfied with *The Magazine* overall and the vast majority (96%) are likely to continue reading it in the future. Indeed, eight in ten new readers (81% : base 21) are also likely to continue reading it in the future.

1.5 Readership of other publications

Almost eight in ten (78%) readers read other magazines or publications related to their job, with more than one in five (22%) reading 5+ publications. Similar proportions of new readers (80%) also read other publications.

The most popular publications were the Times Education Supplement (12%), the Talisman (11%), Adult Learning (8%), EMDA news/letter (8%) and Regeneration & Renewal (7%).

A half of readers who read other publications (51%) feel *The Magazine* is about the same as the other publication they read the most, with 35% feeling it is worse and 14% better. Among new readers who read other publications, 81% feel *The Magazine* is about the same, 0% worse and 19% better.

Reasons for *The Magazine* being perceived as better than other publications were due to a clear / good layout (25% of readers saying it was better), more information / detail (25%), a more informative / better read (21%) and more relevant to stakeholders' jobs (21%).

Reasons for *The Magazine* being perceived as worse than other publications were due to other publications being more relevant to respondents' jobs (48% of readers saying *The Magazine* was worse), more information / detail (35%) and more frequent publication (17%).

1.6 Readership of *LSC News*

Four in ten readers (40%) have heard of *LSC News*, with 29% of new readers (base : 21) also doing so. About a third of *all* readers (32%) and a quarter (24%) of *all* new readers have read *LSC News*. The vast majority of readers (91%) and all new readers find it a useful supplement to *The Magazine*.

The reasons *LSC News* was perceived as a useful supplement were that it provides useful information (23% of those saying it was useful), that it was easier to access / view (22%), it was up to date (14%) and it was easier to use / pass on information (11%).

The vast majority of readers (97%) and new readers (80%) who have read *LSC News* feel it is useful to have it available on-line.

In terms of the preferred channel of information about the LSC, almost four in ten readers (38%) prefer on-line access and more than a quarter (27%) the hard copy version. However, three in ten (31%) prefer to have all three (including the pdf version) available. Among new readers, 60% (base : 5) prefer all three versions and 40% the hard copy version.

More than a half of readers who have not read *LSC News* (56%) say they are likely to read it in the future, with 44% of new readers (base : 16) likely to do so.

Just under two thirds of *all* readers (64%) would be interested in having a look at *LSC News* on-line, rising to 71% (base : 21) among new readers.

1.7 Recommendations

A sizeable proportion of contacts from the stakeholder mailing file are excluded from receiving *The Magazine* due to incorrect or incomplete names or because contacts have left the organisation. The database ideally requires some cleaning and updating for future mailings.

Stakeholders who receive *The Magazine* read it and generate further readership by passing it on to colleagues. However, the majority do not read it in depth, and are unable to recall much of its content.

Stakeholders are generally satisfied with *The Magazine*, but it has to compete against a lot of other similar publications which are sometimes seen as more relevant and more informative.

Most stakeholders believe the length and frequency of publication is appropriate, but the LSC branding needs to be improved to make more impact, particularly for new readers.

Attitudes towards the content of *The Magazine* are generally positive, although a little dispassionate. There is some feeling that articles could be more informative and more interesting. The guest views in particular, could be more relevant, forward looking, and possibly cover more contentious issues. Greater use of colour, particularly for photographs, may also aid impact.

LSC News is well read and well liked, and complements *The Magazine* well. Indeed, in terms of the preferred method of delivery of LSC news, views tend to be mixed with sizeable proportions preferring the on-line version, or the hard copy version or all three versions (including the pdf version).

2 Introduction

2.1 Background

Learning and Skills Council East Midlands commissioned BMG Research to conduct a review of *The Magazine*, their hard copy magazine which is published three times a year and sent to stakeholders and partners. *The Magazine* provides information on the activities of the LSC and its partners, and is distributed to organisations across the East Midlands.

The LSC wished to investigate whether *The Magazine* continued to be valued and whether there were any adjustments to be made to the publication to better cater to its readership. For the purposes of this research, those considered to be the primary audience for the publication were included in the sample frame. These included colleges/universities, schools, training providers, local authorities and other partners.

The research had three broad aims :

- To understand *The Magazine's* current readership, in terms of penetration amongst the organisations included in this research;
- To understand from readers, how *The Magazine* is read, and hear their views on the content and value of it;
- To understand the views of non-readers included in this research, including their perceptions and reasons for not reading *The Magazine*;
- To investigate the perceptions of *The Magazine* among new readers.

2.2 Methodology

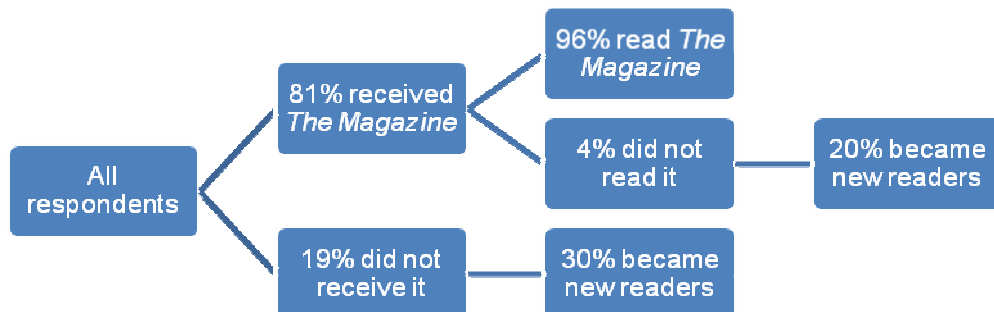
LSC East Midlands provided the contact database of organisations which were within the remit of the research focus. The database was tele-matched by Sample Answers and this resulted in 1,346 contacts with telephone numbers. Following cleaning and de-duplication, 1,322 live contacts were used for interviewing. The database contained named respondents, and these were targeted for interview. Where the named contact no longer worked for the organisation or was unknown, the interview was terminated.

Of the 1,322 live contacts, outcome of call information is provided in the table below.

Figure 1 : Outcome of call

Interview achieved	25%
Contact left organisation	19%
Refusal	15%
Rung back at least 7 times	14%
Unobtainable telephone number	11%
Answer machine/no reply	7%
Contact unknown	6%
Contact away during fieldwork period	3%

In all, 330 interviews were undertaken by telephone, distributed across the following readership profile :



Telephone interviews were conducted using CATI (Computer Assisted Telephone Interviewing), lasting up to 15 minutes. Respondents who had not received *The Magazine* or who had received it but not read it, were invited to take part in the second stage of the survey, whereby they were sent a copy of the December issue of *The Magazine*, and a few days later, called again for interview as a new reader.

Thus in terms of the different samples, there were 256 readers, 10 non readers and 21 new readers. Fifty of the 74 (68%) respondents who did not receive or did not read *The Magazine* agreed to be sent a copy and to take part in a follow up 'new reader' survey. As highlighted above, 21 of these were available for re-contact during the fieldwork period.

All fieldwork took place in February and March 2008.

2.3 Reporting of data

This report contains a written summary of the findings of the survey. Graphs and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than +/-1%.

In addition to this written report, a separate data report has been produced, which shows both the total results obtained for each question, and also the results cross-tabulated by the following respondent sub groups :

- Category (ie type of stakeholder);
- County;
- Respondent readership status;
- Number of publications read;
- How much read *The Magazine*;
- Frequency of reading *The Magazine*;
- Overall satisfaction;
- Whether read *LSC News*;
- Age;
- Gender;
- Length in job.

Data has been analysed by the above sub groups where appropriate to the question and also where sub groups show statistically significant differences in responses. However, due to the small bases, significant differences are limited.

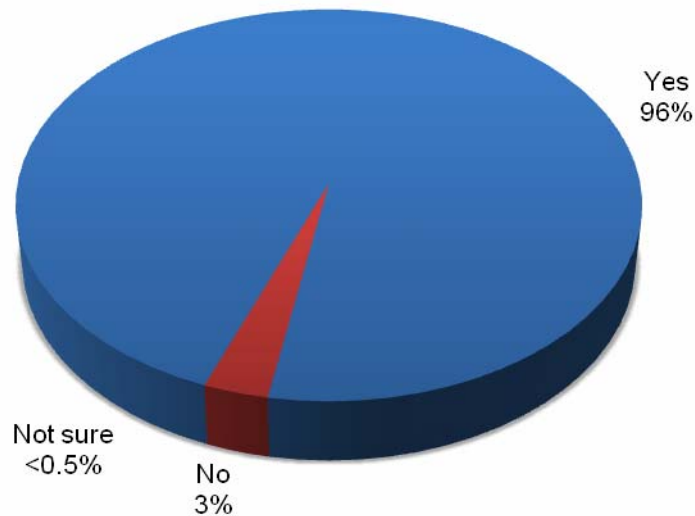
A copy of the questionnaire (including readers', non readers' and new readers' questions) can be found in the appendix.

3 Readership of *The Magazine*

3.1 Whether stakeholders read *The Magazine*

Where stakeholders received copies of *The Magazine*, the vast majority had read a copy in the last 12 months.

Figure 2 : Q1 Whether stakeholders had read *The Magazine* in the last 12 months(all respondents)



Base : 266

There are no significant differences across sub groups, including category of organisation.

3.2 Reasons for non readership of *The Magazine*

Among the 10 stakeholders who received *The Magazine*, but had not read a copy, the reasons for not doing so centred on having no time (4 respondents) or feeling it was not relevant to their jobs (3). There were also miscellaneous comments about articles being biased towards 'white projects', ie that there were not many projects focussing on black & minority ethnic groups, or the need for more information about higher education.

In terms of what would encourage non readers to read *The Magazine*, comments were again miscellaneous. There were some specific suggestions of improvement, including making *The Magazine* more balanced with both private and public sector articles, having more articles which were directed at special needs issues, focussing on people's progression to higher education, making *The Magazine* more

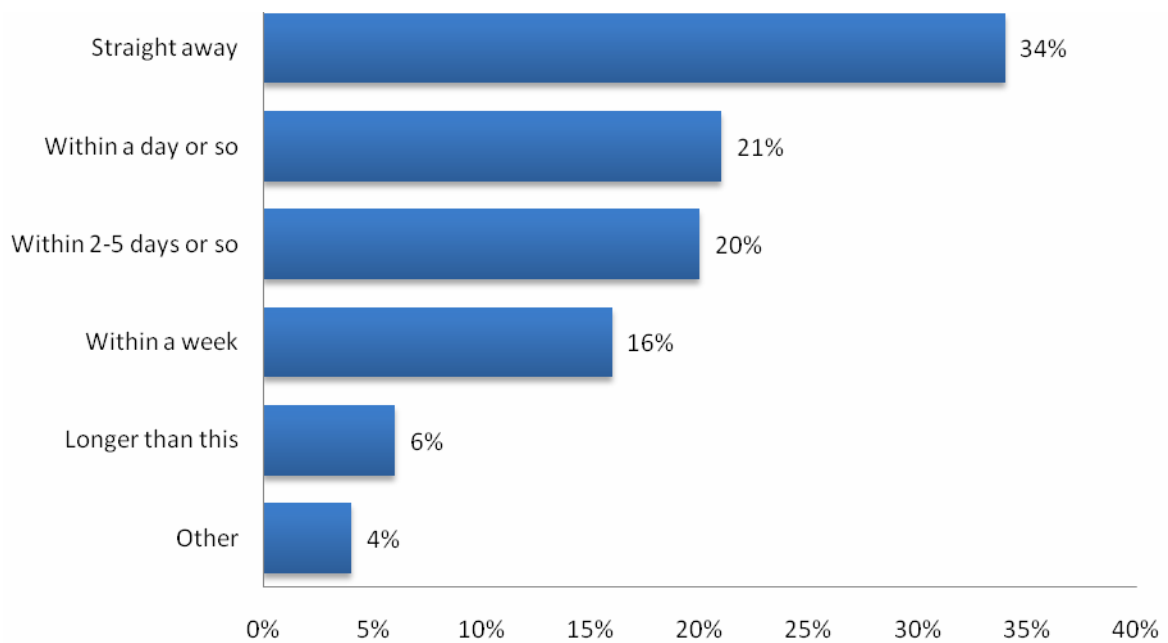
multicultural and having articles about funding issues. Other stakeholders reiterated the lack of time to read it or could think of no improvement.

3.3 Pattern and extent of readership

Readers were asked how soon after receiving *The Magazine* they generally started reading it.

A third of readers read *The Magazine* straight away, with sizeable proportions reading it within a day or so or within 2-5 days.

Figure 3 : Q9 How soon readers start reading *The Magazine* (all readers)

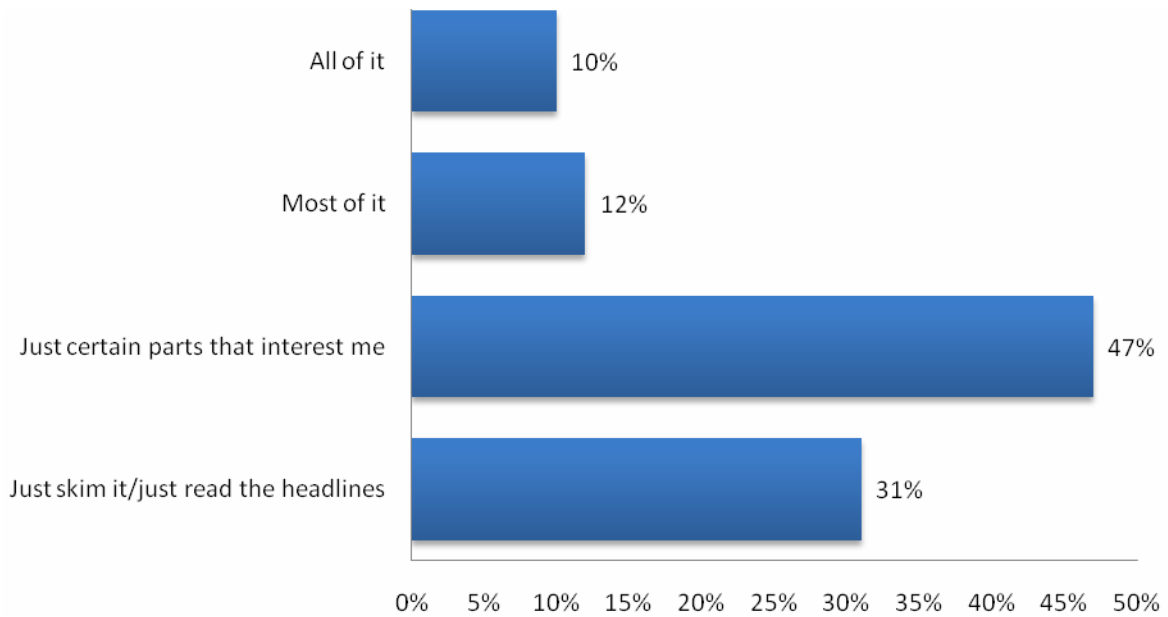


Base : 256

There are no differences across sub groups.

In terms of how well *The Magazine* was read by readers, almost a half just read the parts that interested them, with a further three in ten just skimming it. About one in ten each read most of it or all of it.

Figure 4 : Q10 The amount of *The Magazine* read (all readers)

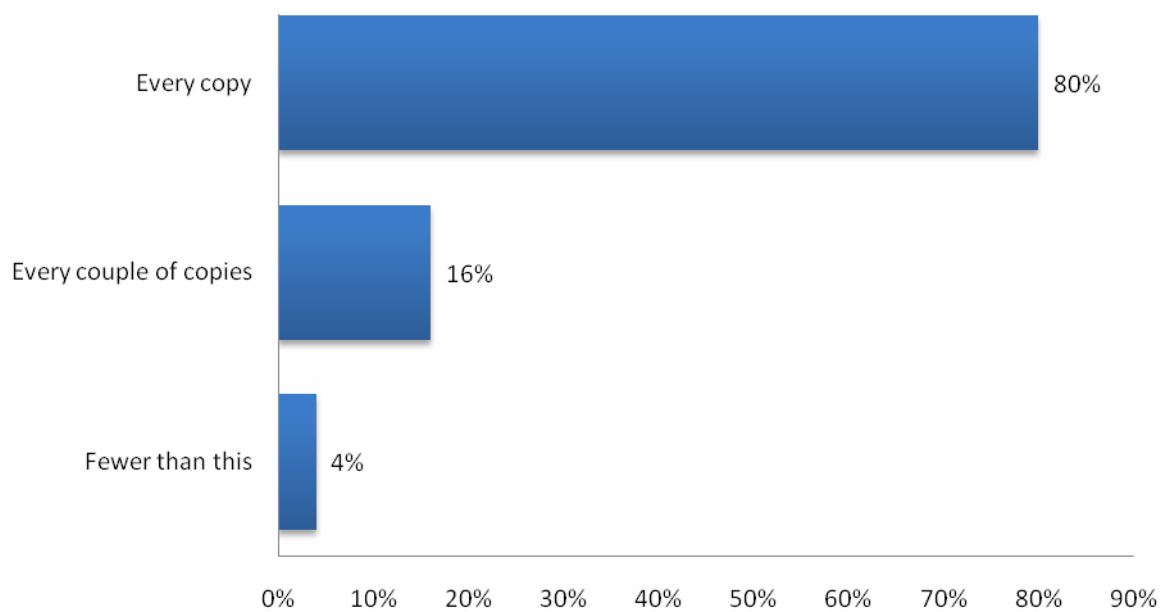


Base : 256

There were few differences across sub groups, with the exception that colleges/universities (16%) were more likely to read all of *The Magazine* than local authorities (4%).

Eight in ten readers said they read every copy of *The Magazine*, with about one in six reading every couple of copies.

Figure 5 : Q13 The number of issues read (all readers)

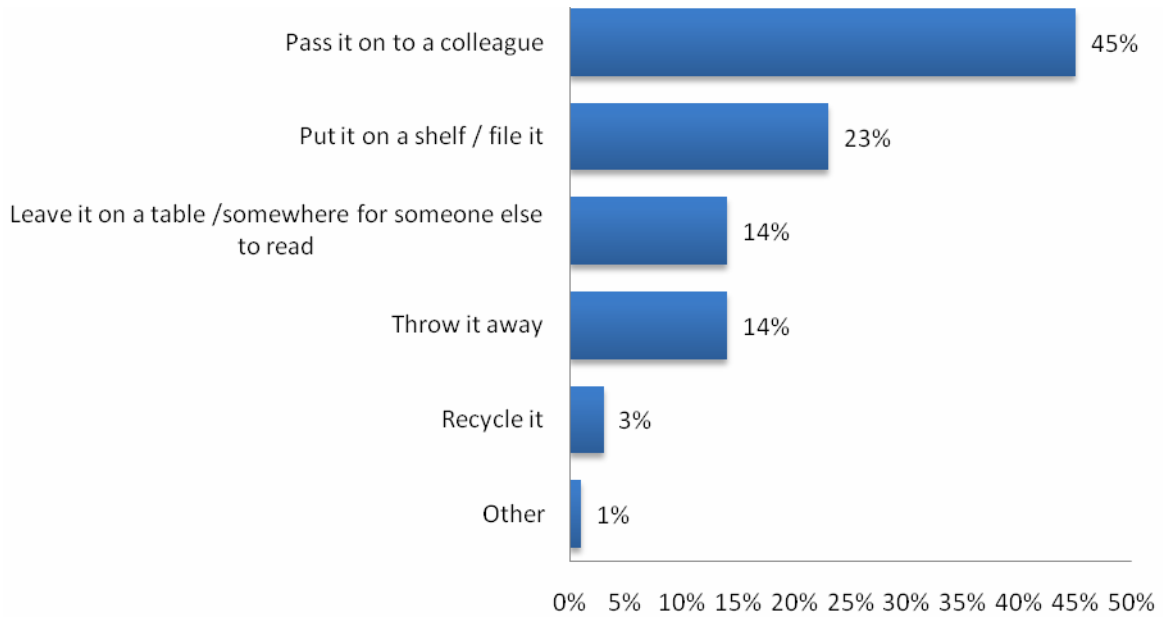


Base : 256

3.4 What readers do with *The Magazine* after reading it

After readers read *The Magazine*, almost a half passed it on to a colleague, with just under a quarter filing it. About one in seven threw it away and a similar proportion left it somewhere for someone else to read.

Figure 6 : Q22 What readers do with *The Magazine* after reading it (all readers)



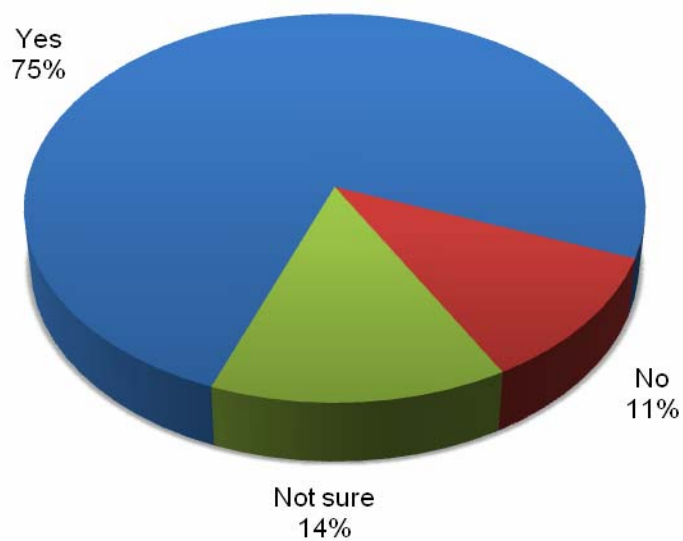
Base : 256

Those in colleges/universities (33%) were more likely to file *The Magazine* after use, whilst those in local authorities (23%) were more likely to throw it away.

3.5 Readership of the December issue of *The Magazine*

Three quarters of readers said they had read the December issue of *The Magazine*, with most of the remainder unsure.

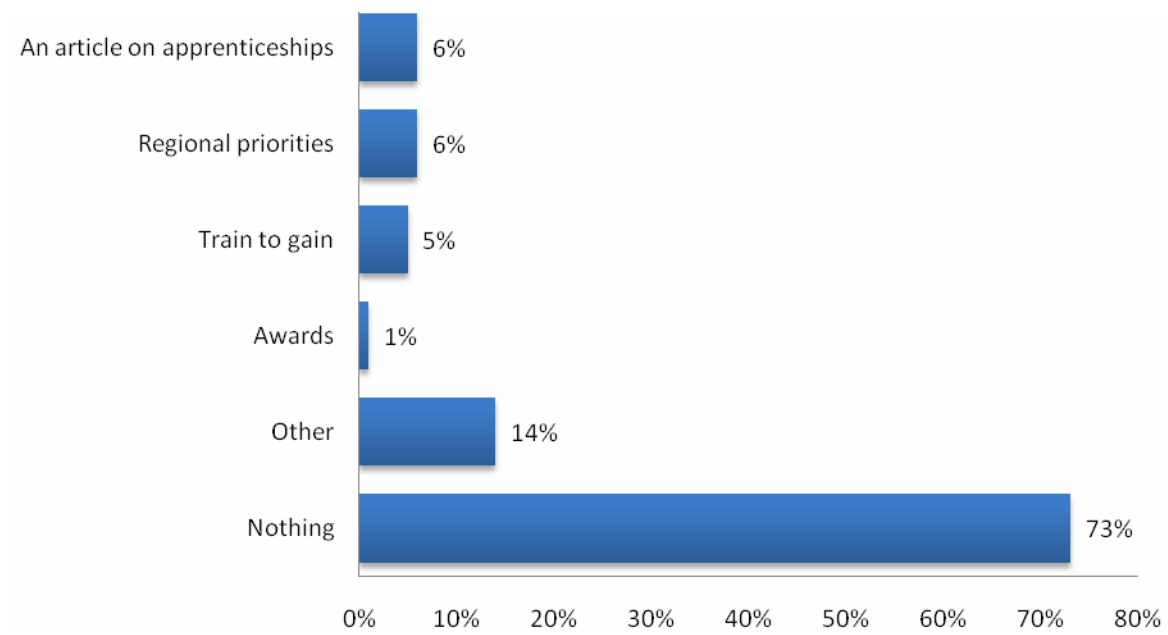
Figure 7 : Q18 Whether read the December issue (all readers)



Base : 256

Among those who read the December issue, just over a quarter remembered any of the content. About one in twenty each recalled the article on apprenticeships, regional priorities and train to gain. However, the remainder of comments tended to be piecemeal including articles about awards, capital projects, college investment, ex offenders, gaming academy, an interview with David Ewan and case studies.

Figure 8 : Q19 Recall of the content of the December issue – unprompted (readers where read the December issue)



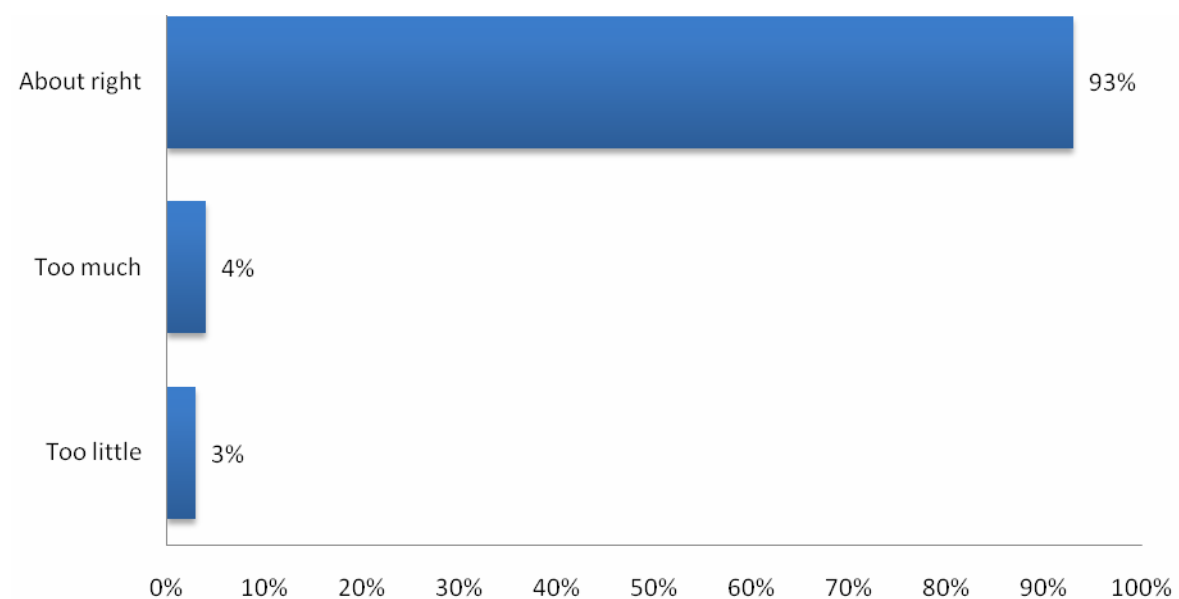
Base : 191

4 Attitudes towards *The Magazine*

4.1 Perceptions of length and frequency

The vast majority of readers felt the number of articles in *The Magazine* was about right, with about equally small proportions saying it was too much or too little.

Figure 9 : Q11 Length of *The Magazine* (all readers)



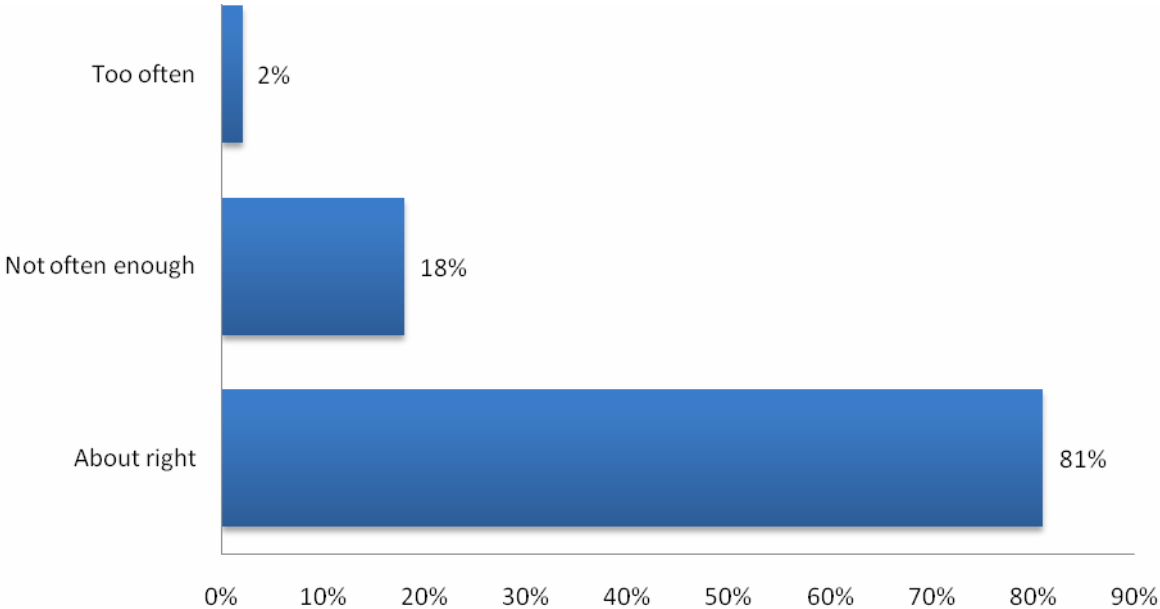
Base : 256

There were no significant differences across sub groups.

New readers were also asked what they thought of the length of *The Magazine*, with similar results to readers. Out of the 21 respondents, 19 (91%) felt it was about right, with 1 (5%) saying it was too much and 1 (5%) too little.

Eight in ten readers felt publication three times a year was about right, although almost a fifth felt this was not enough.

Figure 10 : Q12 Frequency of publication (all readers)



Base : 256

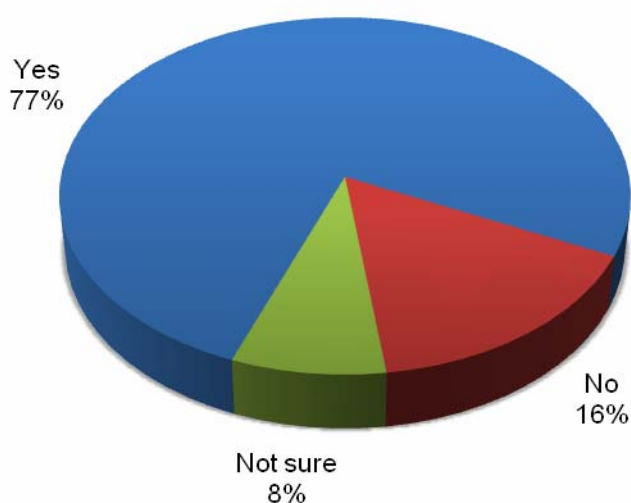
Local authorities (6%) were more likely to feel *The Magazine* was published too often than other partners (0%). Those who just skimmed through it (89%) were more likely to say the frequency of publication was about right, whilst those who read all or most of it (23%) were more likely to say it was not published often enough.

Among the 21 new readers, 13 (62%) felt three publications a year was about right, with 8 (38%) saying it was not often enough. No-one among this group said it was too often.

Readers were asked if they thought the front cover of *The Magazine* was immediately recognisable as coming from LSC East Midlands.

More than three quarters felt this was the case, although about one in six felt this was not the case, and a similar proportion were unsure.

Figure 11 : Q14 Strength of the LSC branding of the front cover of *The Magazine* (all readers)



Base : 256

There were no differences across sub groups.

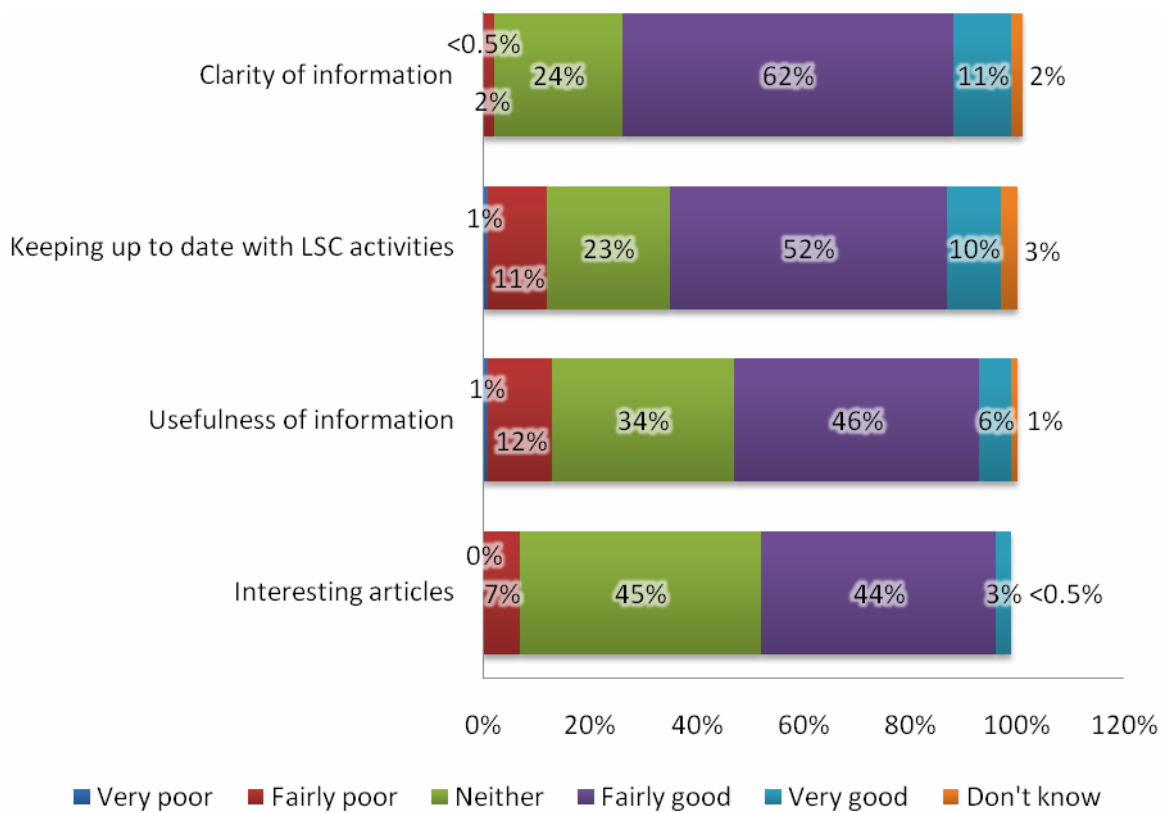
Perhaps not surprisingly, new readers were less likely to recognise the LSC branding with 11 (52%) saying it was immediately recognisable, 9 (43%) saying it was not and 1 (5%) being unsure.

4.2 Content and layout

Readers were asked to rate a series of aspects about the content and layout of *The Magazine*.

The majority of readers rated clarity of information, keeping up to date with LSC activities and usefulness of information very or fairly good, with just under half rating interesting articles very or fairly good. However, at least one in ten rated keeping up to date with LSC activities and usefulness of information very or fairly poor.

Figure 12 : Q15 Content and layout of *The Magazine* (all readers)



Base : 256

There were few differences across sub groups, however, those who tended to skim *The Magazine* (14%) were more likely to rate it poor in terms of interesting articles than those who read all or most of it (2%).

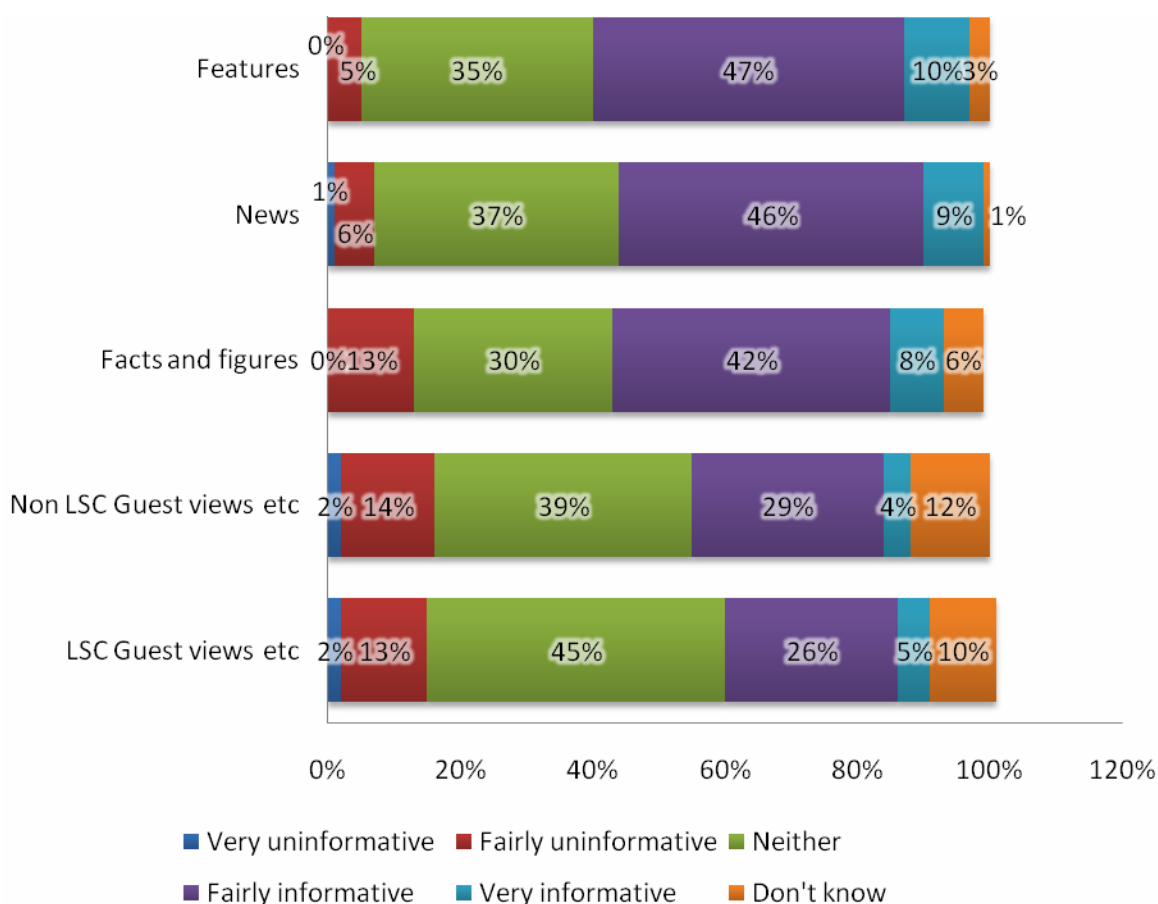
Similar attitudes to the content and layout can be found among new readers; 15 respondents rated clarity of information good (cf. 1 poor), 15 keeping up to date with LSC activities (cf. 2), 13 usefulness of information (cf. 3) and 12 interesting articles (cf. 3).

4.3 Types of articles

Readers were also asked to rate how informative different articles and stories were in *The Magazine*.

At least a half of readers found the features, news articles and facts & figures informative. However, this proportion fell to around a third for LSC guest views and non-LSC guest views.

Figure 13 : Q16 The types of articles in *The Magazine* (all readers)



Base : 256

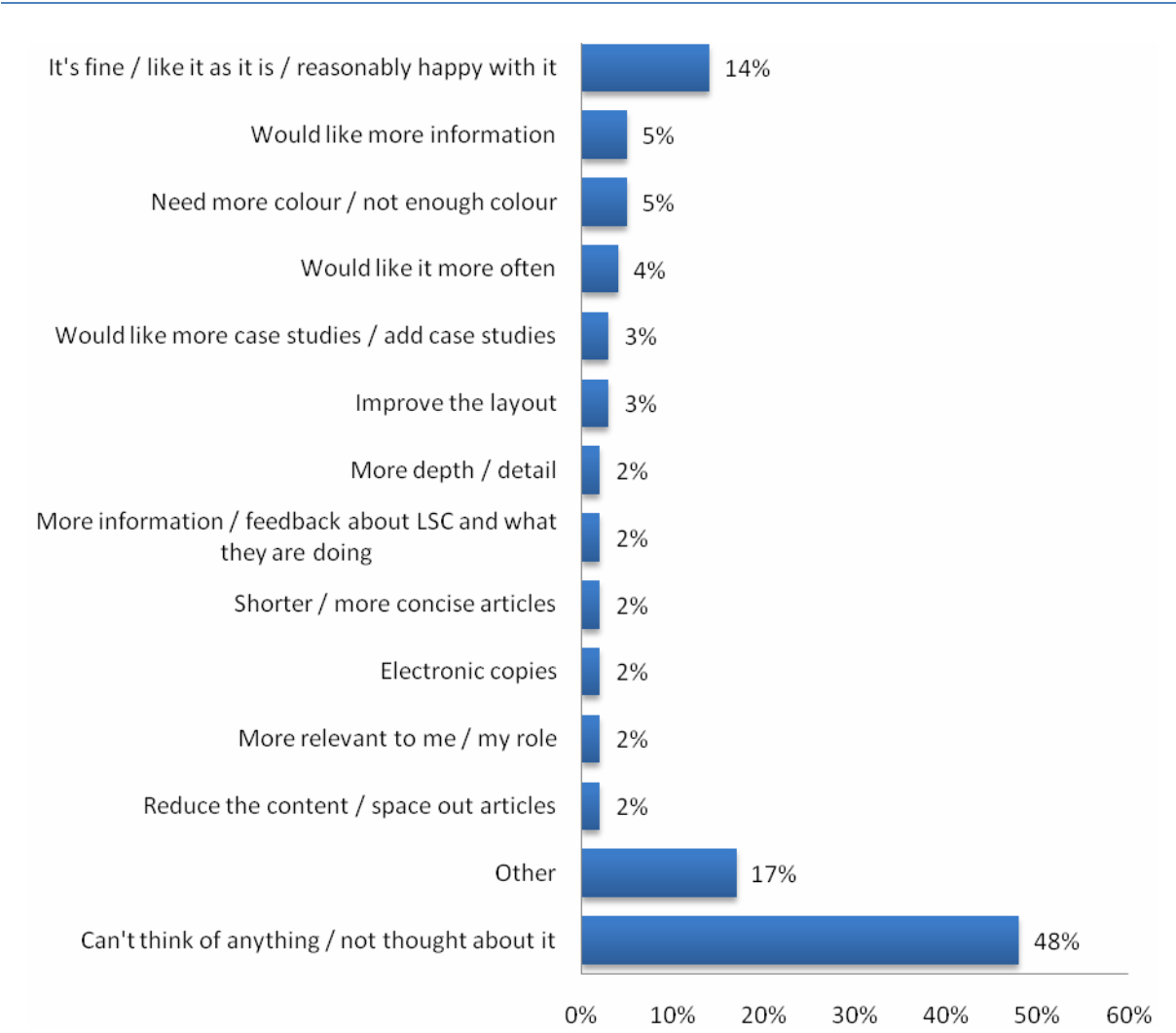
There were few differences across sub groups, however, training providers (15%) were more likely to rate news articles as uninformative compared to local authorities (2%) and other partners (3%). Training providers (23%) were also more likely to rate non-LSC guest views as uninformative compared to colleges/universities (10%).

Again, a similar pattern in attitudes to the articles can be found among new readers; 11 respondents rated the features informative (cf. 3 uninformative), 12 the news articles (cf. 2), 6 facts & figures (cf. 5) and 4 Guest views (cf. 6).

4.4 Suggestions for improvement

About four in ten readers were able to think of improvements to *The Magazine*, although these tended to be fairly piecemeal. About one in twenty each mentioned more information, more colour and more frequent publication.

Figure 14 : Q17 Ways in which *The Magazine* could be improved – unprompted (all readers)



Base : 256

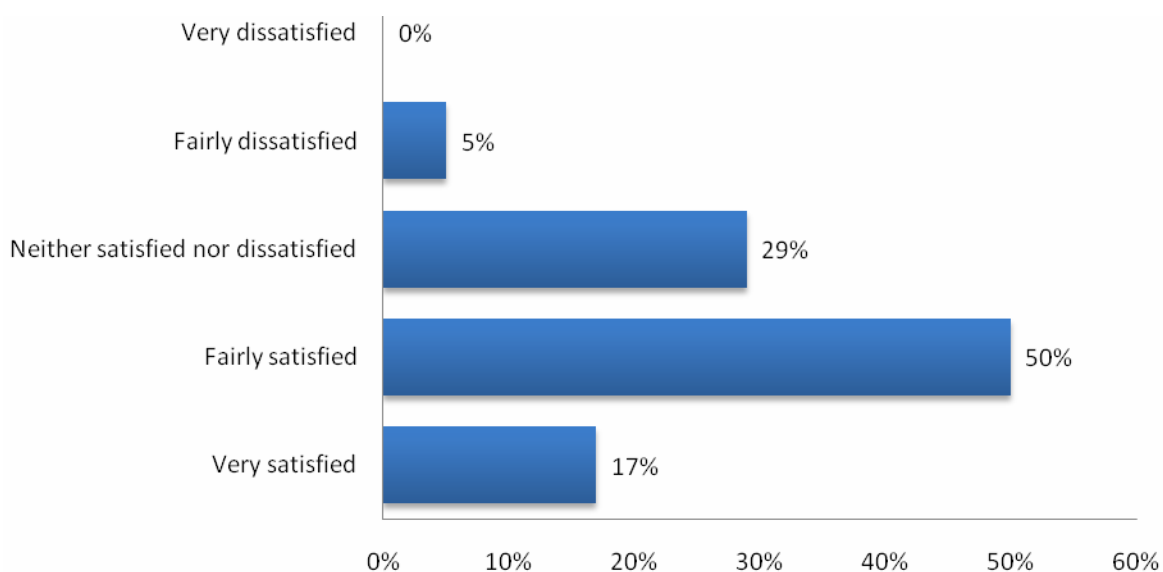
New readers tended to reiterate similar improvements to those among readers, in particular the requirement for more colour (3 respondents out of 21).

5 Overall satisfaction with and likelihood to read *The Magazine*

5.1 Overall satisfaction

About two thirds of readers were satisfied overall with *The Magazine*, including almost one in five who were ‘very satisfied’. Very few expressed dissatisfaction.

Figure 15 : Q21 Overall satisfaction with *The Magazine* (all readers)



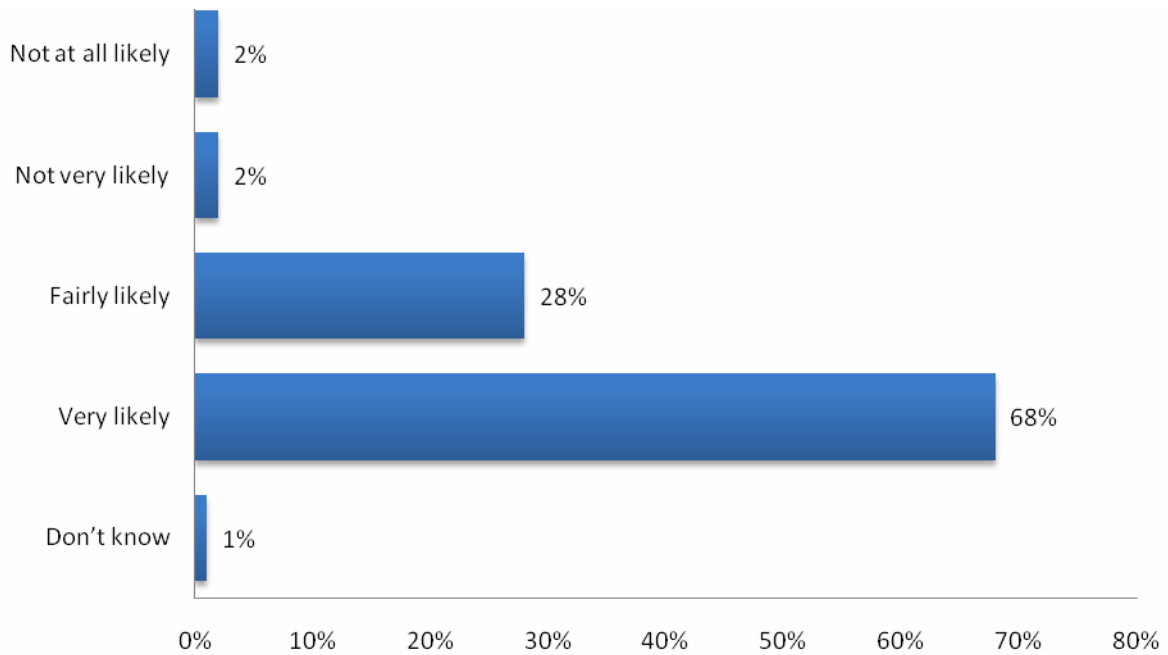
Base : 256

Perhaps not surprisingly, those who read all or most of *The Magazine* (79%) and certain parts of it (68%) were more likely to be satisfied than those who skimmed it (54%). There were no other differences across sub groups.

5.2 Likelihood to read *The Magazine* in the future

The vast majority of readers were likely to continue to read *The Magazine* in the future, including almost seven in ten who were 'very likely' to do so. Very few said they were not likely to continue reading it in the future.

Figure 16 : Q20 Likelihood to read *The Magazine* in the future (all readers)



Base : 256

There were no differences across sub groups.

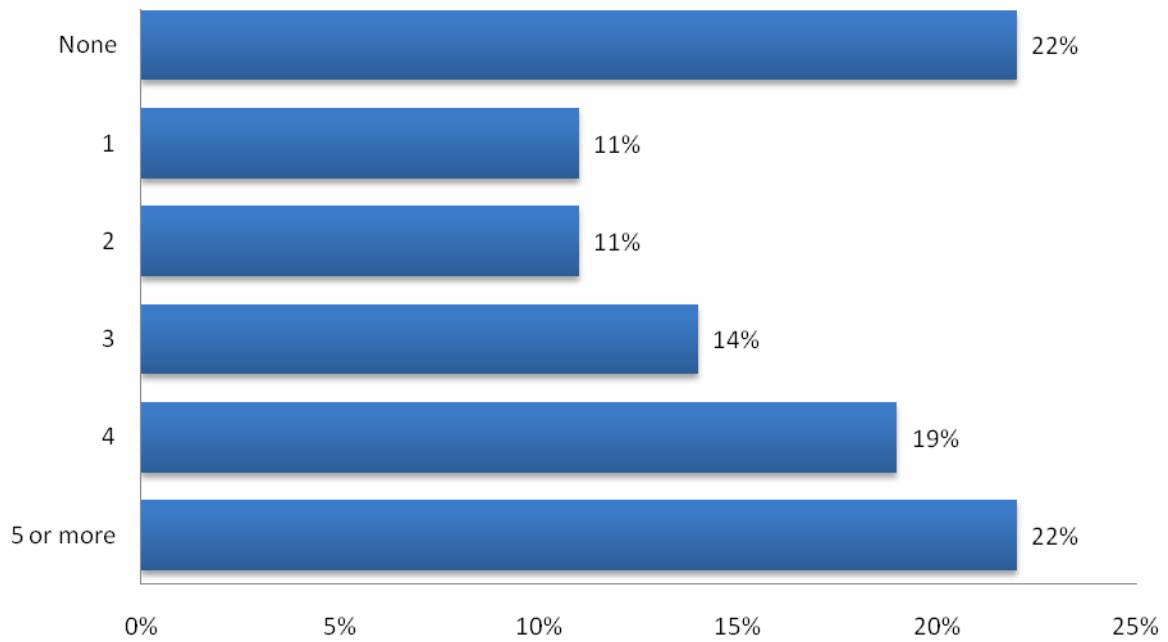
Sizeable proportions of new readers said they would be likely to read *The Magazine* in the future; 12 (57%) were very likely, 5 (24%) fairly likely, 1 (5%) not very likely and 3 (14%) not at all likely.

6 Readership of other publications

6.1 Other magazines and publications read

About eight in ten readers said they read other magazines or publications related to their job, with more than one in five reading 5+ publications.

Figure 17 : Q23a Number of publications read (all readers)



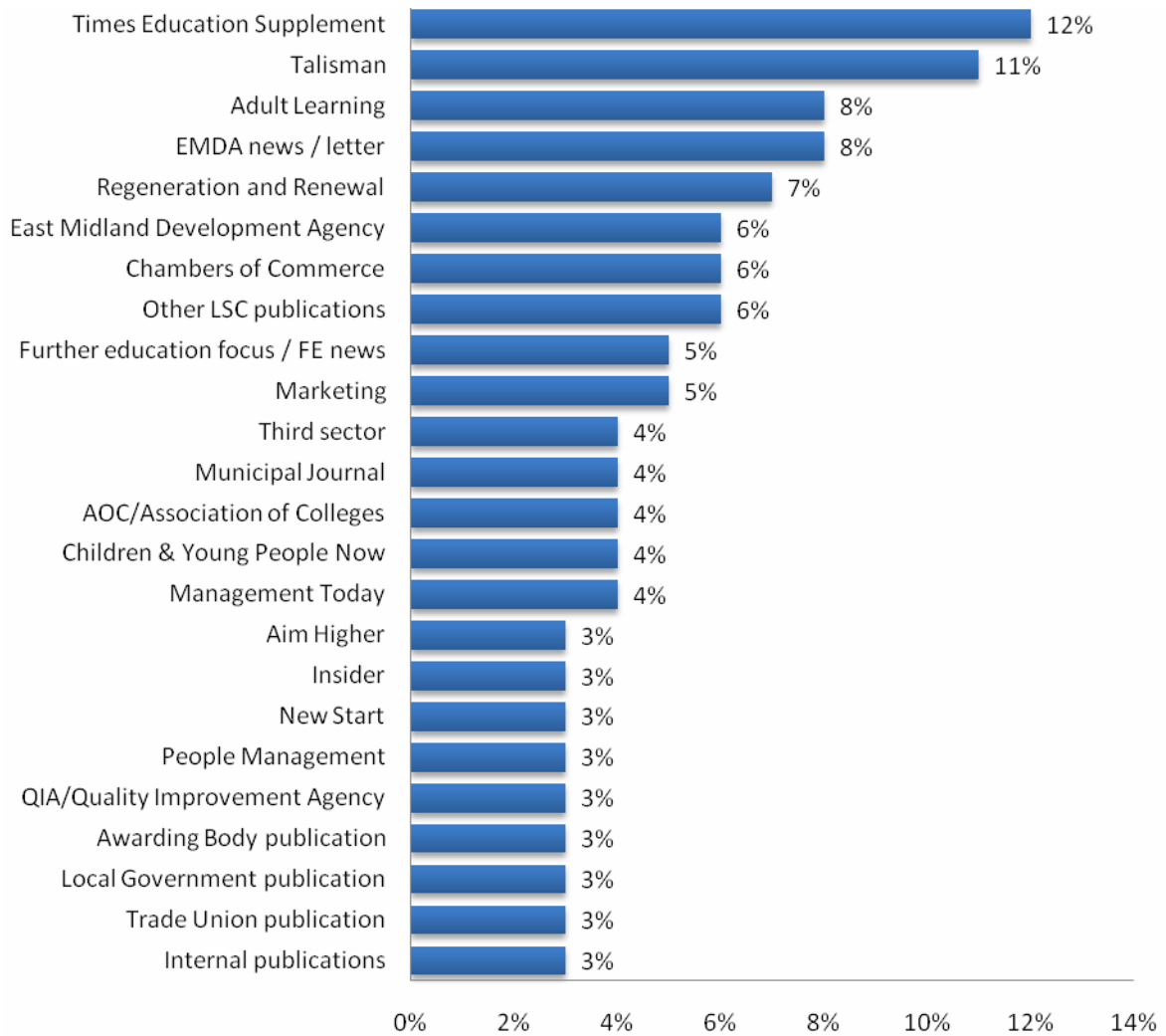
Base : 256

Among the 10 non readers interviewed as part of the survey the pattern is very similar, with 8 (80%) reading at least one magazine or publication related to their job and 2 (20%) reading none.

The most popular other publications, mentioned by at least 3% of readers who read other publications are shown in the graph below.

The main publications read were The Times Education Supplement, Talisman, Adult Learning, EMDA news/letter and Regeneration & Renewal.

Figure 18 : Q23b The names of other publications read – unprompted (readers where read other publications – showing those mentioned by 3%+)

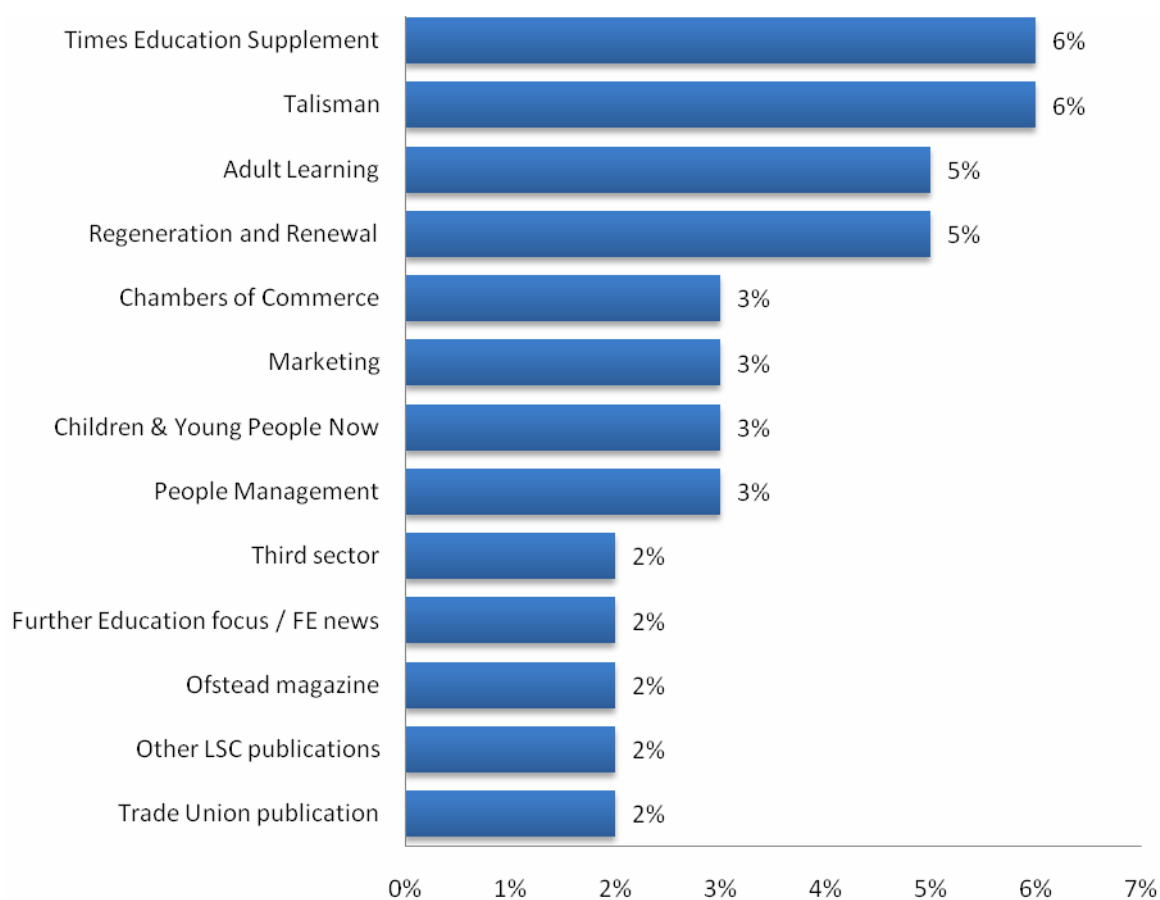


Base : 199

Where readers had read more than one other publication, they were asked which was the one they read the most. The graph below shows the main one read (combined with the only one read where applicable) for those mentioned by at least 2% of respondents.

The Times Education Supplement, Talisman, Adult Learning and Regeneration & Renewal were the most popular other publications read most often.

Figure 19 : Q24 The main other publication read – unprompted (readers where read other publications – showing those mentioned by 2%+)



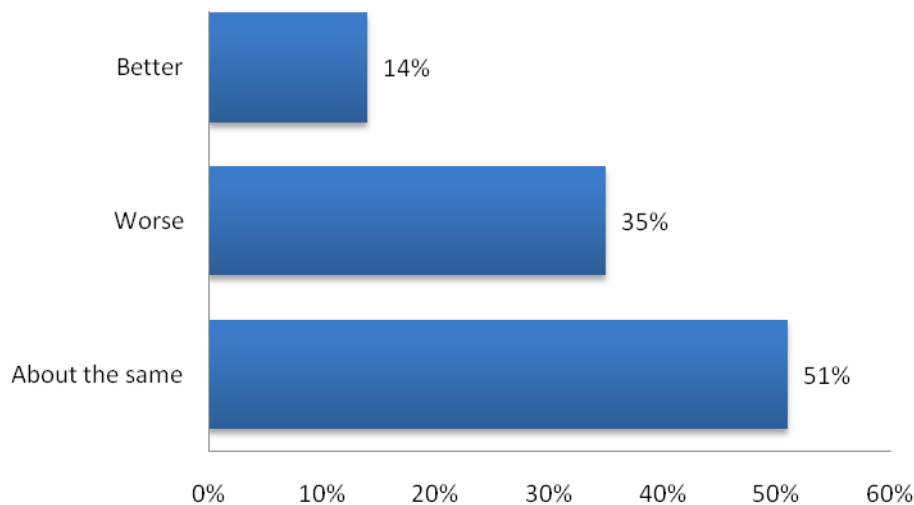
Base : 199

6.2 Comparison of *The Magazine* vis a vis other publications

Readers were asked how *The Magazine* compared to the publication they read the most.

A half of readers felt it was about the same, whilst more than a third felt it was worse and only a small proportion better.

Figure 20 : Q25 *The Magazine* compared to other publications (readers where read other publications)



Base : 199

Other partners (24%) were more likely to feel the other publication they read the most was better than *The Magazine* compared to colleges/universities (10%).

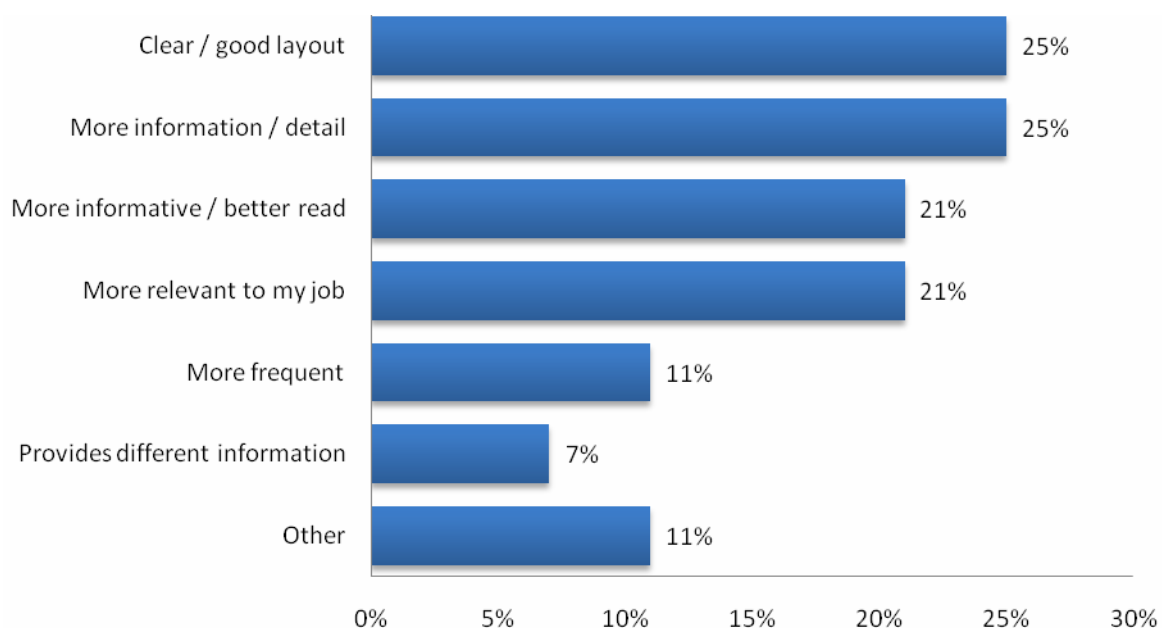
Whilst the bases are very small, the list below shows the proportion of those readers naming other publications most often, who perceived *The Magazine* as worse than this publication :

- 60% (base 10) of Regeneration & Renewal readers;
- 42% (base 12) of Times Education Supplement readers;
- 27% (base 11) of Talisman readers.

Among new readers, 17 (81%) felt *The Magazine* was about the same as their main publication and 4 (19%) better than it. No one said it was worse.

Among those readers saying *The Magazine* is better than the publication they read the most, reasons for this included a clearer layout, more information, being more informative and being more relevant to their job.

Figure 21 : Q26 Reasons why *The Magazine* is better than other publications – unprompted (readers where *The Magazine* is considered better than other publications)



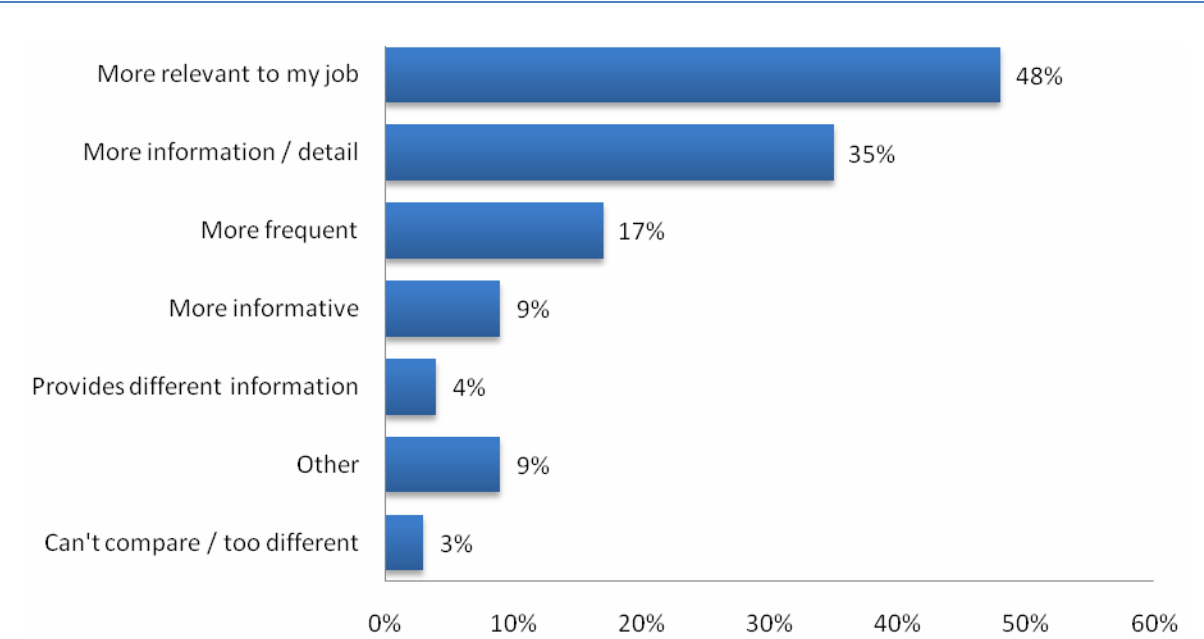
Base : 28 (caution – small base)

Among the four new readers who thought *The Magazine* was better than their other main publication, reasons for this were :

- The layout / colour is good;
- Easily readable
- More relevant to local business needs;
- Better presentation / clarity

Readers who felt *The Magazine* was worse than their main other publication, cited reasons such that the other publication was more relevant to their job, provided more information and was more frequent.

Figure 22 : Q26 Reasons why *The Magazine* is worse than other publications – unprompted (readers where *The Magazine* is considered worse than other publications)



Base : 69 (caution – small base)

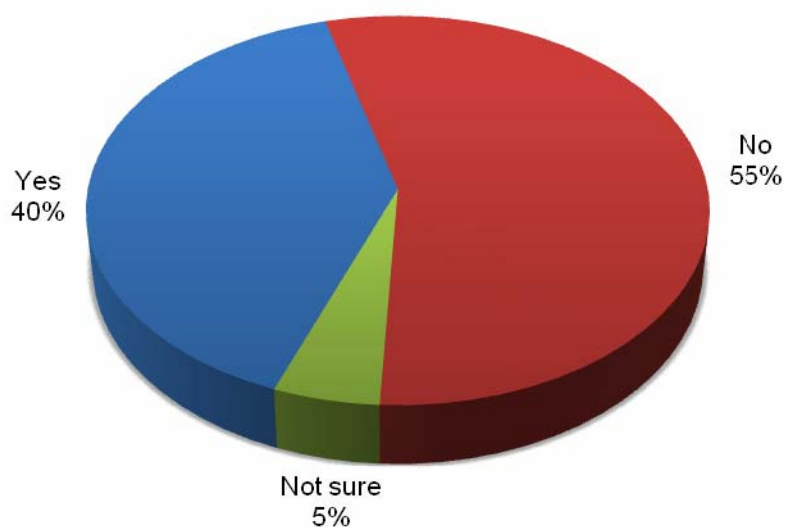
Of the 8 non readers (of *The Magazine*), 3 (38%) read their main publication about once a week and 5 (63%) about once a month. Two of these (25%) said they read all of it, 2 (25%) most of it and 4 (50%) just certain parts that interest them.

7 Readership of LSC News

7.1 Whether readers read LSC News

Readers were asked if they had heard of *LSC News*, separate to the pdf version of *The Magazine*, with four in ten saying they had heard of it.

Figure 23 : Q27 Whether readers have heard of LSC News (all readers)



Base : 256

Frequent readers of *The Magazine* (44% of those who read every copy) were more likely to have heard of *LSC News* than infrequent readers (24% of those who read every couple of copies/fewer than this).

Among new readers, 6 (29%) said they had heard of *LSC News* and 15 (71%) had not.

Those who had not heard of *LSC News* were told that it was an on-line supplement to *The Magazine*, published in between issues, again three times a year. Both those aware and not aware of *LSC News* were then asked whether they had ever had a look at or read it.

About three in ten had read *LSC News*, with a small proportion unsure.

Figure 24 : Q28 Whether readers have read *LSC News* (all readers)



Base : 256

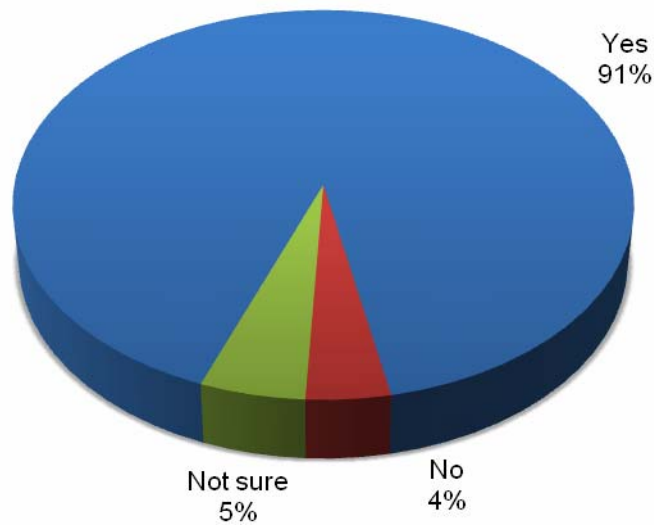
Other partners (41%) and training providers (38%) were significantly more likely to have read *LSC News* than local authorities (17%).

Five (24%) new readers of *The Magazine* had also read *LSC News*, with 16 (76%) not having done so.

7.2 Usefulness of LSC News

The vast majority of readers of *LSC News* found it a useful supplement to the hard copy of *The Magazine*.

Figure 25 : Q29 Whether readers think *LSC News* is a useful supplement (readers where have read *LSC News*)

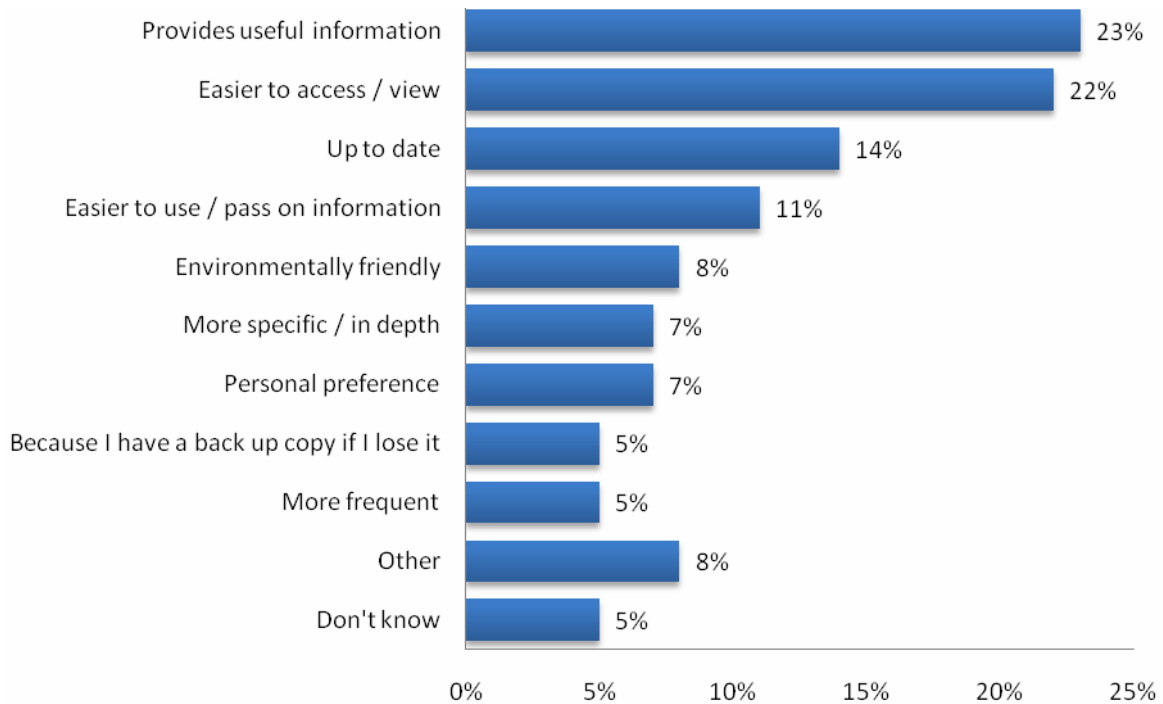


Base : 81

All five new readers of *The Magazine* who had also read *LSC News* thought it was a useful supplement.

Readers who thought *LSC News* was a useful supplement to *The Magazine* cited a variety of reasons for this, including useful information, ease of access / viewing, up to date information and easier to use / pass on information.

Figure 26 : Q30 Reasons readers think *LSC News* is useful – unprompted (readers where think *LSC News* is useful)



Base : 74

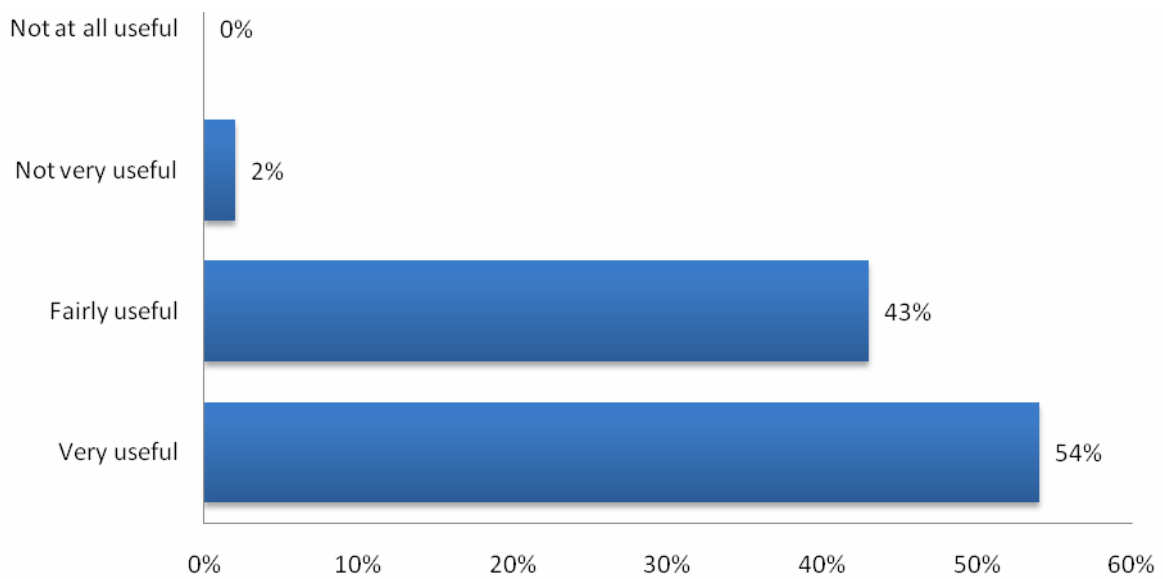
All five new readers had thought *LSC News* was a useful supplement to *The Magazine*, and their reasons for this were :

- Its more up to date (3 respondents);
- Easy if specifically looking for something (1);
- Always on the computer so easier to read (1).

LSC News was considered useful to have available on-line by the vast majority of readers (of *The Magazine*) who had read it, with more than a half saying it was 'very useful'

Of the 5 new readers who had read *LSC News*, 4 felt it was 'very useful' and 1 'not very useful'.

Figure 27 : Q31 How useful *LSC News* is to have available on-line (readers where have read *LSC News*)

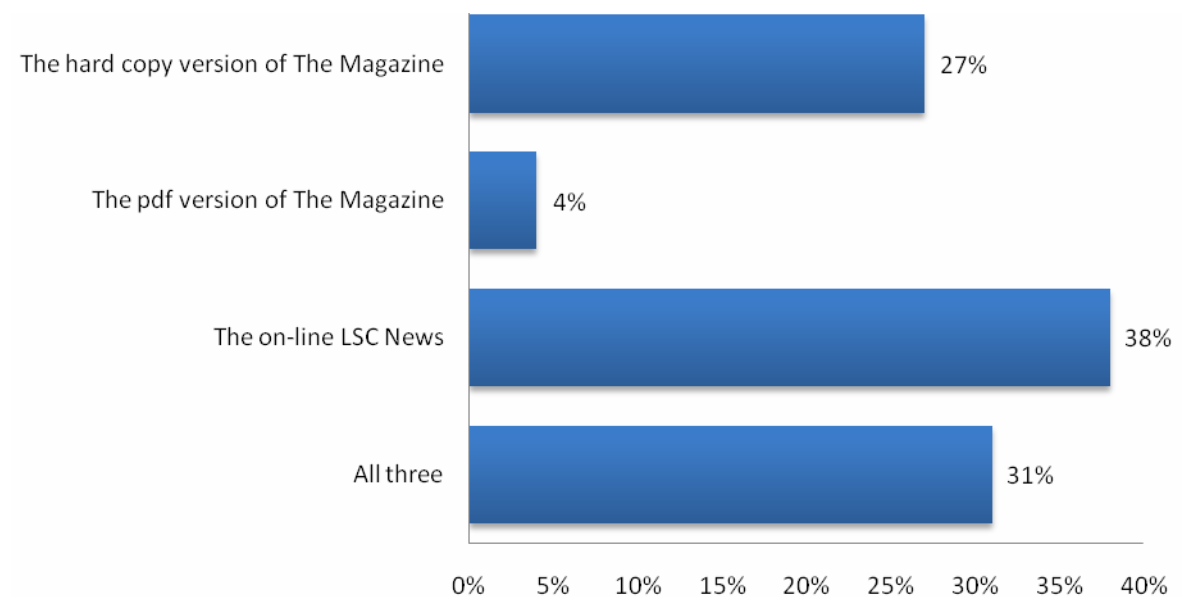


Base : 81

7.3 Preferred methods of receiving news about LSC East Midlands

Readers (of *The Magazine*) who had also read *LSC News* were polarised in their views of which method of receiving news about the LSC and its activities they personally preferred. Almost four in ten preferred the on-line version, whilst almost three in ten preferred the hard copy version. Three in ten liked to have all three versions (including the pdf version) available.

Figure 28 : Q32 The preferred method(s) of receiving news about the LSC and its activities (readers where have read *LSC News*)



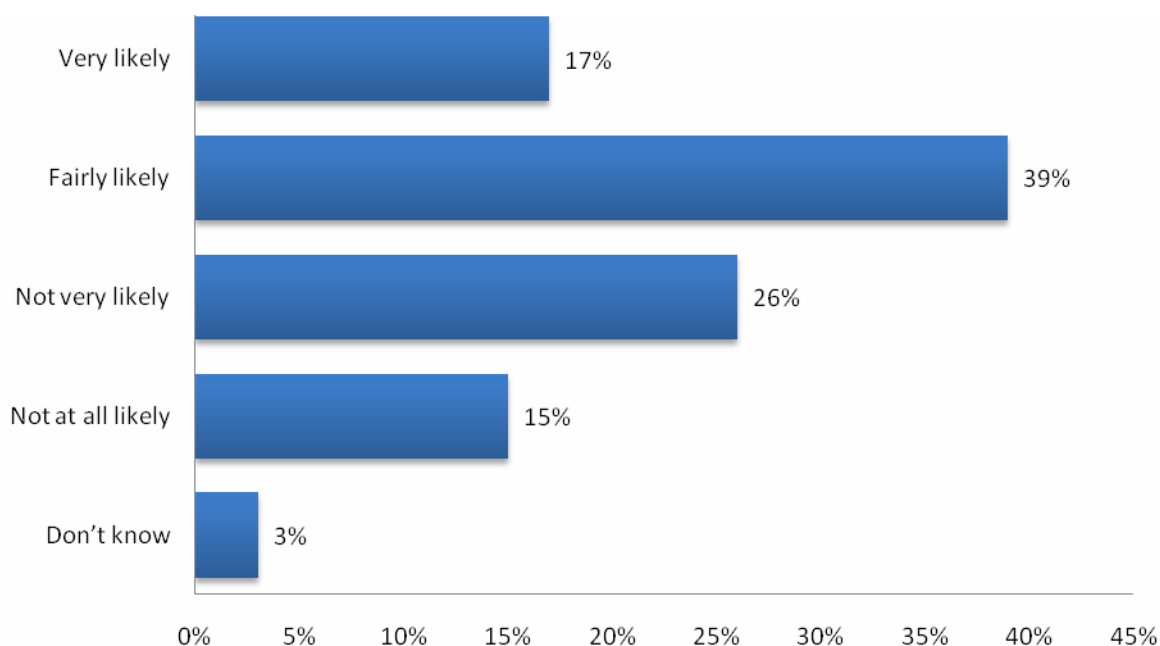
Base : 81

Among new readers (of *The Magazine*), 3 preferred all three versions and 2 the hard copy version.

7.4 Interest in LSC News among non readers

More than a half of readers (of *The Magazine*) who had not read *LSC News* said they would be likely to read it in the future, with about four in ten saying it was unlikely.

Figure 29 : Q33 Likelihood of reading LSC News in the future (readers where have not read LSC News)



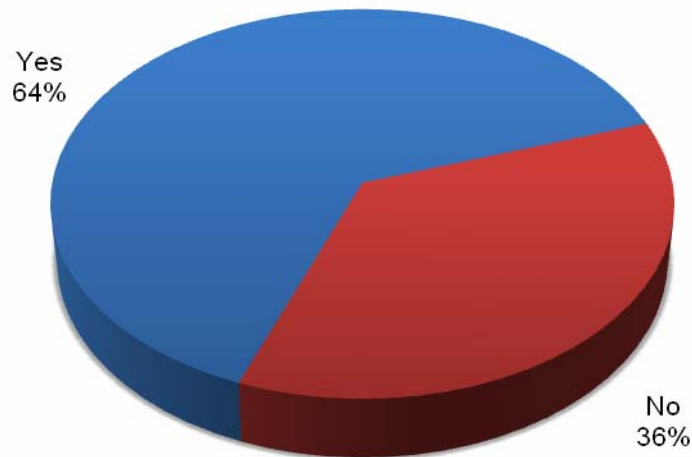
Base : 175

The only difference across sub groups was that those respondents in their job 6+ years (51%) tended to say 'not likely' compared to those who had been in their job for up to 5 years (29%).

Among new readers (of *The Magazine*) who had not read *LSC News*, 7 would be likely to read it in future and 9 would not; 2 (13%) 'very likely', 5 (31%) fairly likely (31%), 6 (38%) not very likely and 3 (19%) not at all likely.

Just under two thirds of readers (of *The Magazine*) would be interested in having a look at *LSC News* on-line.

Figure 30 : Q34 Interest in having a look at *LSC News* on-line (all readers)



Base : 256

Current readers of *LSC News* were more likely to show interest in looking at the on-line publication (51%) than non readers (26%).

Among new readers (of *The Magazine*), 15 (71%) would be interested in having a look at *LSC News*.

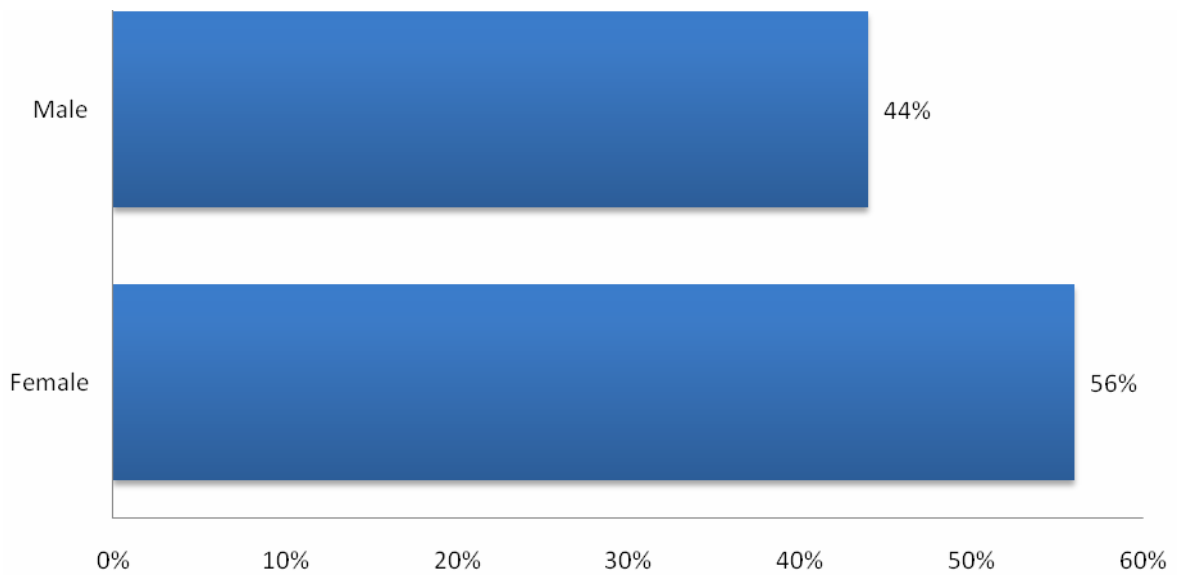
Appendix 1 : Profile of stakeholders

Those stakeholders who had received *The Magazine* (266 respondents), were asked some demographic questions.

Gender and age

Just over a half of stakeholders taking part in the survey were female.

Figure 31 : Q36 Gender of stakeholder (where received *The Magazine*)

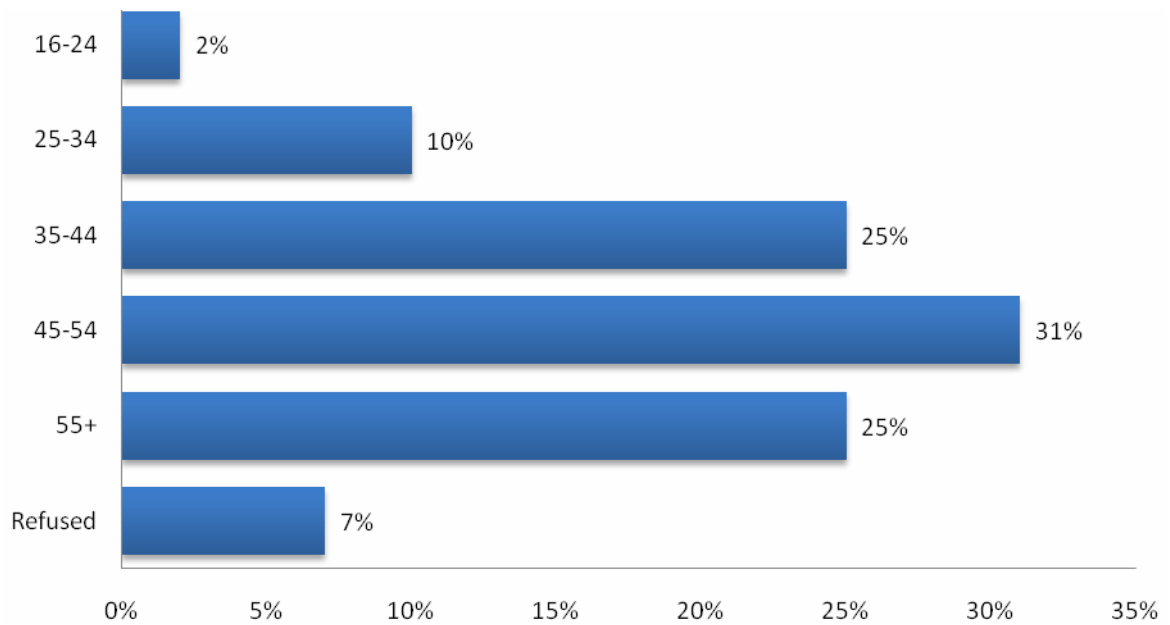


Base : 266

Under 45 year olds were more likely to be female (68% cf. 48% male).

The majority of stakeholders were aged 35+ years, with a quarter over 55 years.

Figure 32 : Q35 Age of stakeholder (where received *The Magazine*)

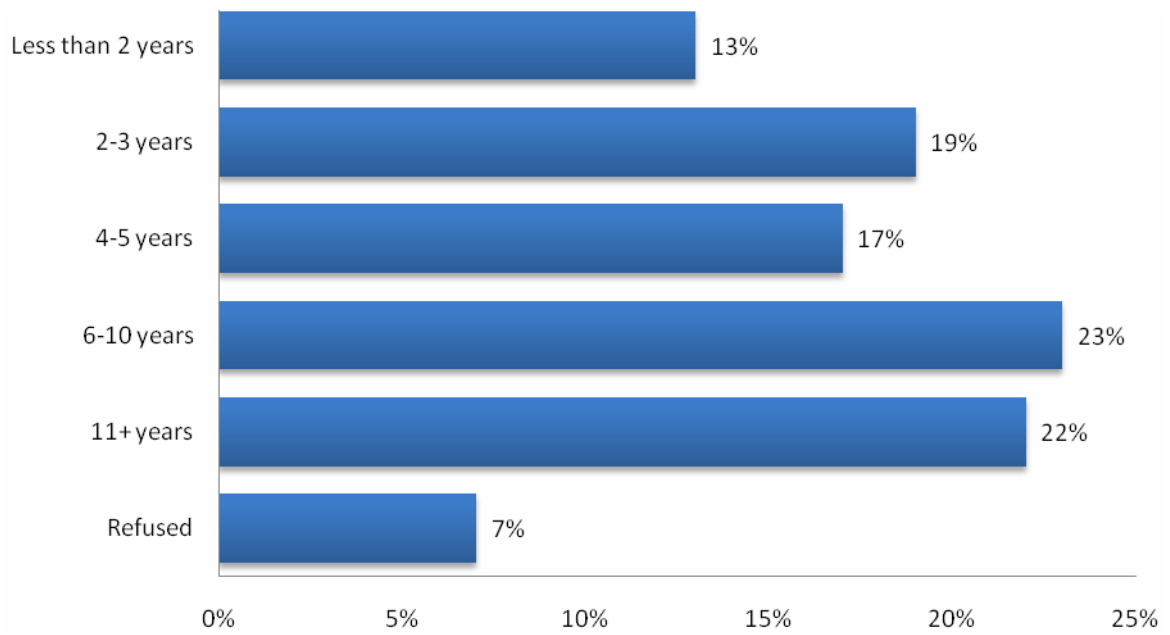


Base : 266

Length in job

Stakeholders had been in their particular job within the organisation for a variety of different periods, ranging from more than one in ten holding the job for less than 2 years to more than one in five for 11+ years.

Figure 33 : Q37 Length in job (where received *The Magazine*)



Base : 266

Appendix 2 : Questionnaire

LSC EAST MIDLANDS REVIEW OF *THE MAGAZINE*

COMBINED QUESTIONNAIRE

INITIAL INTERVIEW WITH ALL RESPONDENTS

TO THE PERSON WHO ANSWERS THE PHONE :

Good morning/afternoon. My name is from BMG Research, working on behalf of the Learning and Skills Council East Midlands. We are doing a research project for the LSC, to evaluate *The Magazine* which it publishes for its stakeholders. May I speak to _____(from database) please?

IF NAMED PERSON NO LONGER WORKS FOR ORGANISATION : CLOSE

TO THE NAMED RESPONDENT :

Good morning/afternoon. My name is from BMG Research, working on behalf of the Learning and Skills Council East Midlands. We are doing a research project for the LSC, to evaluate *The Magazine* which it publishes three times a year for its stakeholders.

The LSC wants to ensure that *The Magazine* is as useful and interesting to its readers as possible. We are contacting LSC stakeholders who are on *The Magazine* mailing list and would like to ask you about your readership of the magazine, the reasons you read it or don't read it, and your opinions of its content and format. Could I ask you some questions about it, at a convenient time for you? It will take 10-15 minutes.

IF NECESSARY, CLARIFY FURTHER : The survey covers different aspects of *The Magazine* and its contents. It includes how it could be improved and what articles stakeholders would like to read. We are also interested in the reasons why people may not read *The Magazine*. Any information you provide will of course be treated in the strictest confidence. No responses will be attributed to any individual or organisation.

Would you be willing to take part in the survey?

IF YES : CONTINUE

IF NO : CLOSE AND COMPLETE OUTCOME OF CALL – WITH REASON FOR REFUSAL

Can I just check that you receive East Midlands LSC's *The Magazine*?

IF YES: CONTINUE

IF NO/NOT SURE : CLOSE AND COMPLETE OUTCOME OF CALL – WITH REASON FOR REFUSAL

Review of The Magazine

Is now a good time for you to complete the interview?

IF YES : CONTINUE

IF NO : BOOK APPOINTMENT

First of all I'd like to check that the details we have for you are correct :

R1. Your name is _____ (title, forename & surname from database)?

R2. And your job title is _____ (from database)?

R3. And your place of work is _____ (Workplace from database)?

IF ANY DETAILS ARE INCORRECT, AMEND AS APPROPRIATE.

1. Can I check whether you have read the LSC East Midlands' *The Magazine* in the last 12 months?

1 Yes

GO TO Q9 : SECTION 2 : READERS

2 No

CONTINUE : SECTION 1 : NON READERS

3 Not sure

CONTINUE : SECTION 1 : NON READERS

SECTION 1 : NON READERS ONLY

2. Why have you not read *The Magazine* in the last 12 months? **DO NOT READ OUT OR PROMPT. WRITE IN VERBATIM.**

1 No time

2 Not relevant to my job

3 Not interested in the LSC's activities

95 Other **SPECIFY**

3. What, if anything, would encourage you to read *The Magazine*? **PROBE FULLY. WRITE IN VERBATIM.**

4. How many magazines or publications do you read which are related to your job? Which magazines/publications are these? **PROBE FULLY AND TAKE NAME OF EACH ONE. WRITE IN VERBATIM. CHECK SPELLINGS OF NAMES**

Q4	Q5 MAIN	Take name of magazine
0		
1		
2		
3		
4		
5+		

**IF MORE THAN ONE NAMED, ASK :
OTHERS GO TO Q6**

5. Which is the main one, i.e. the one you read the most? **PROBE FULLY. CODE ABOVE.**

ALL NON READERS

6. How often do you read.....**NAME THE ONE READ THE MOST? READ OUT AND CODE ONE ONLY**

- 1 Every day
- 2 About once a week
- 3 About once a month
- 4 About once every 2 - 3 months
- 5 Less often than this

7. How much of this publication do you generally read? **READ OUT AND CODE ONE ONLY**

- 1 All of it
- 2 Most of it
- 3 Just certain parts that interest me
- 4 Just skim read it/just read the headlines

READ : We are very interested in getting the opinions of people who do not currently read LSC East Midlands' *The Magazine*. We would like to send you a copy of the latest issue and ask you to read it. We will then ring you again at a convenient time, and ask you some questions about its content and format.

8. Would you be willing to read a copy of *The Magazine* and answer some more questions about it?

- 1 Yes **BOOK APPOINTMENT IN ONE WEEK'S TIME OR MORE – MARK ON CONTACT FOR A COPY OF THE MAGAZINE TO BE SENT OUT TO RESPONDENT ASAP**
- 2 No **CLOSE AND COMPLETE OUTCOME OF CALL – WITH REASON FOR REFUSAL**

SECTION 2 : READERS ONLY

9. How soon after receiving *The Magazine*, do you generally start to read it? **READ OUT AND CODE ONE ONLY**
- 1 Straight away
 - 2 Within a day or so
 - 3 Within 2-5 days or so
 - 4 Within a week
 - 5 Longer than this
 - 6 Other **SPECIFY**
-
10. How much of *The Magazine* do you generally read? **READ OUT AND CODE ONE ONLY**
- 1 All of it
 - 2 Most of it
 - 3 Just certain parts that interest me
 - 4 Just skim it/just read the headlines
11. Thinking about the length of *The Magazine*, do you feel the number of articles in the magazine is.....**READ OUT AND CODE ONE ONLY**
- 1about right
 - 2too much
 - 3too little
12. *The Magazine* is published three times a year. Do you think this is..... **READ OUT AND CODE ONE ONLY**
- 1.....too often
 - 2.....not often enough
 - 3.....about right
13. Do you generally read every copy of *The Magazine* that you receive, every couple of copies or fewer than this? **CODE ONE ONLY**
- 1 Every copy
 - 2 Every couple of copies
 - 3 Fewer than this
14. Thinking about the look of *The Magazine's* front cover, do you think it is immediately recognisable as coming from LSC East Midlands?
- 1 Yes
 - 2 No
 - 3 Not sure

15. Thinking now about the content and layout of *The Magazine*, how would you rate the following aspects on a scale of 1 to 5, where 1 is very poor and 5 is very good?

READ OUT EACH ASPECT AND CODE ONE FOR EACH

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Don't know
Interesting articles	5	4	3	2	1	6
Clarity of information	5	4	3	2	1	6
Usefulness of information	5	4	3	2	1	6
Keeping up to date with LSC activities	5	4	3	2	1	6

16. Thinking about the types of articles in *The Magazine*, how informative do you find each of the following? Please use a 5 point scale where 1 is very uninformative and 5 is very informative? **READ OUT EACH ASPECT AND CODE ONE FOR EACH**

	Very informative	Fairly informative	Neither informative nor uninformative	Fairly uninformative	Very uninformative	Don't know
News	5	4	3	2	1	6
Features	5	4	3	2	1	6
LSC Guest views/comments/opinions	5	4	3	2	1	6
Non LSC Guest views/comments/opinions	5	4	3	2	1	6
Facts and figures	5	4	3	2	1	6

17. Thinking about either the content or format of *The Magazine*, are there any ways in which you think it could be improved? If so, what? **PROBE FULLY. WRITE IN VERBATIM**

18. Thinking about the last issue of *The Magazine*, did you read it, ie the one that came out in December? **CODE ONE ONLY**

- 1 Yes
- 2 No
- 3 Not sure

**IF YES, ASK :
OTHERS GO TO Q20**

19. What, if anything, do you recall about the content of the December issue? **PROBE FULLY. WRITE IN VERBATIM**

ALL READERS

20. How likely are you to continue reading *The Magazine* in the future? **READ OUT AND CODE ONE ONLY**

- 4 Very likely
- 3 Fairly likely
- 2 Not very likely
- 1 Not at all likely
- 5 Don't know

21. Overall, how satisfied are you with LSC East Midlands' *The Magazine*? Please use a scale, where 1 is very dissatisfied and 5 is very satisfied? **CODE ONE ONLY**

- 5 Very satisfied
- 4 Fairly satisfied
- 3 Neither satisfied nor dissatisfied
- 2 Fairly dissatisfied
- 1 Very dissatisfied

22. What do you generally do with *The Magazine* after you have read it? **READ OUT AND CODE ONE ONLY**

- 1 Pass it on to a colleague
- 2 Leave it on a table /somewhere for someone else to read
- 3 Put it on a shelf / file it
- 4 Throw it away
- 5 Other **SPECIFY** _____

23. How many magazines or publications do you read which are related to your job? Which magazines/publications are these? **PROBE FULLY AND TAKE NAME OF EACH ONE. WRITE IN VERBATIM. CHECK SPELLINGS OF NAMES**

Q23	Q24 MAIN	Take name of magazine
0		
1		
2		
3		
4		
5+		

**IF MORE THAN ONE NAMED, ASK :
OTHERS GO TO Q25**

24. Which is the main one, ie the one you read the most? **PROBE FULLY. CODE ABOVE**

ALL READERS

25. How does the LSC Magazine compare to.....**NAME THE ONE READ THE MOST? READ OUT AND CODE ONE ONLY**

- 1 Better
- 2 Worse
- 3 About the same

26. Why do you say this? **PROBE WHAT IS BETTER/WORSE. WRITE IN VERBATIM.**

SECTION 3 : ON LINE MAGAZINE

READ : The format of *The Magazine* is hard copy, sent by post, on good quality paper so that it can withstand being read several times and be kept for a longer period of time. There is also a pdf version of *The Magazine* on the LSC's website. However, there are other ways to access news and stories about the activities of the LSC.

27. Have you heard of LSC East Midlands on-line news publication called *LSC News*?

CODE ONE ONLY

- 1 Yes
- 2 No
- 3 Not sure

**IF NO/NOT SURE, READ :
OTHERS GO TO Q28**

This is an on-line supplement to *The Magazine*. It is published in between the issues of *The Magazine*, 3 times a year. This is not the same as the pdf version of *The Magazine* itself, which is also available on-line.

ALL READERS (OF THE MAGAZINE)

28. Have you ever had a look at or read the on-line *LSC News*? **CODE ONE ONLY**

- 1 Yes **CONTINUE : READERS OF LSC NEWS**
- 2 No **GO TO Q33 : NON READERS OF LSC NEWS**
- 3 Not sure **GO TO Q33 : NON READERS OF LSC NEWS**

**READERS OF LSC NEWS
OTHERS GO TO Q33**

29. Do you think *LSC News* is a useful supplement to the hard copy of *The Magazine*?

CODE ONE ONLY

- 1 Yes
- 2 No
- 3 Not sure

30. Why do you say this? **PROBE FOR REASONS WHY USEFUL/ NOT USEFUL**

31. How useful is it to you to have *LSC News* available on-line? **READ OUT AND CODE ONE ONLY**

- 4 Very useful
- 3 Fairly useful
- 2 Not very useful
- 1 Not at all useful
- 5 Don't know

32. Which method(s) of receiving news about the LSC and its activities do you personally prefer? **READ OUT AND CODE ONE ONLY**

- 1 The hard copy version of *The Magazine*
- 2 The pdf version of *The Magazine*
- 3 The on-line *LSC News*
- 4 Or all three

**NON READERS OF LSC NEWS
OTHERS GO TO Q34**

33. Now that you know that *LSC News* is available on-line, how likely are you to read it in the future? **READ OUT AND CODE ONE**

- 4 Very likely
- 3 Fairly likely
- 2 Not very likely
- 1 Not at all likely
- 5 Don't know

ALL RESPONDENTS

34. Would you like to have a look at *LSC News* on line? I can give you the weblink.
CODE ONE ONLY

- 1 Yes **GIVE WEBLINK :** www.lscnewsonline.co.uk
- 2 No

SECTION 4 : PROFILE OF RESPONDENT

ALL RESPONDENTS (READERS AND NON READERS OF THE MAGAZINE)

READ : So that we can get an idea about the audience who reads *The Magazine* I would like to ask you a couple of things about yourself.

35. Please tell me which of these age groups you fall into? **READ OUT AND CODE ONE**

- 1 16-24
- 2 25-34
- 1 35-44
- 2 45-54
- 3 55+

36. RECORD GENDER

- 1 Male
- 2 Female

37. How long have you been in this particular job within your organisation? **CODE ONE ONLY**

- 1 Less than 2 years
- 2 2-3 years
- 3 4-5 years
- 4 6 -10 years
- 5 11+ years

Thank you very much for your time, your help is much appreciated by BMG Research and LSC East Midlands.

CLOSE

FOLLOW UP INTERVIEW WITH NEW READERS**TO THE PERSON WHO ANSWERS THE PHONE :**

Good morning/afternoon. My name is from BMG Research, working on behalf of the Learning and Skills Council East Midlands. We are doing a research project for the LSC, to evaluate *The Magazine* which it publishes for its stakeholders.

May I speak to _____(from database) please?

IF NAMED PERSON NO LONGER WORKS FOR ORGANISATION : CLOSE**TO THE NAMED RESPONDENT :**

Good morning/afternoon. My name is from BMG Research, working on behalf of the Learning and Skills Council East Midlands. You may remember that we called you last week, and asked you some questions about the LSC's publication *The Magazine*, which you said you did not read. We sent you a copy of it in the post, and agreed to call you today, after you had had a chance to read it.

Have you had a chance to read *The Magazine*?

IF YES : GO TO P1

IF NO : CONTINUE

Would you be able to read *The Magazine* in the next couple of days?

IF YES : AGREE A DATE/TIME IN NEXT COUPLE OF DAYS AND BOOK APPOINTMENT TO CALL BACK

IF NO : CLOSE AND COMPLETE OUTCOME OF CALL – WITH REASON FOR REFUSAL

SECTION 5 : NEW READERS OF THE MAGAZINE

P1 Thinking about the length of *The Magazine*, do you feel the number of articles in the magazine is.....**READ OUT AND CODE ONE ONLY**

1.....about right

2.....too much

3.....too little

P2 *The Magazine* is published three times a year. Do you think this is..... **READ OUT AND CODE ONE ONLY**

1.....too often

2.....not often enough

3.....about right

4.....not sure

P3 Thinking about the look of *The Magazine's* front cover, do you think it is immediately recognisable as coming from LSC East Midlands?

1 Yes

2 No

3 Not sure

Review of The Magazine

P4 Thinking now about the content and layout of *The Magazine*, how would you rate the following aspects on a scale of 1 to 5, where 1 is very poor and 5 is very good?

READ OUT EACH ASPECT AND CODE ONE FOR EACH

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Don't know
Interesting articles	5	4	3	2	1	6
Clarity of information	5	4	3	2	1	6
Usefulness of information	5	4	3	2	1	6
Keeping up to date with LSC activities	5	4	3	2	1	6

P5 Thinking about the types of articles in *The Magazine*, how informative do you find each of the following? Please use a 5 point scale where 1 is very uninformative and 5 is very informative? **READ OUT EACH ASPECT AND CODE ONE FOR EACH**

	Very informative	Fairly informative	Neither informative nor uninformative	Fairly uninformative	Very uninformative	Don't know
News	5	4	3	2	1	6
Features	5	4	3	2	1	6
Views/comments/opinions	5	4	3	2	1	6
Facts and figures	5	4	3	2	1	6

P6 Thinking about either the content or format of *The Magazine*, are there any ways in which you think it could be improved? If so, what? **PROBE FULLY. WRITE IN VERBATIM**

P7 Now that you have had chance to read *The Magazine*, how likely are you to read it in the future? **READ OUT AND CODE ONE ONLY**

- 4 Very likely
- 3 Fairly likely
- 2 Not very likely
- 1 Not at all likely
- 5 Don't know

P8 You said in the last interview, that you read.....**NAME THE MAGAZINE MOST READ FROM LAST INTERVIEW**, how does the LSC Magazine compare to this publication? **CODE ONE ONLY**

- 1 Better
- 2 Worse
- 3 About the same

P9 Why do you say this? **PROBE WHAT IS BETTER/WORSE. WRITE IN VERBATIM.**

SECTION 6 : NEW READERS VIEWS OF ON LINE MAGAZINE

READ : The format of *The Magazine* is hard copy, sent by post, on good quality paper so that it can withstand being read several times and be kept for a longer period of time. There is also a pdf version of *The Magazine* on the LSC's website. However, there are other ways to access news and stories about the activities of the LSC.

P10 Have you heard of LSC East Midlands on-line news publication called *LSC News*?

CODE ONE ONLY

- 1 Yes
- 2 No
- 3 Not sure

**IF NO/NOT SURE, READ :
OTHERS GO TO P11**

This is an on-line supplement to *The Magazine*. It is published in between the issues of *The Magazine*, 3 times a year. This is not the same as the pdf version of *The Magazine* itself, which is also available on-line.

ALL RESPONDENTS

P11 Have you ever had a look at or read the on-line *LSC News*? **CODE ONE ONLY**

- 1 Yes **CONTINUE : READERS OF LSC NEWS**
- 2 No **GO TO P16 : NON READERS OF LSC NEWS**
- 3 Not sure **GO TO P16 : NON READERS OF LSC NEWS**

READERS OF LSC NEWS

OTHERS GO TO P16

P12 Do you think *LSC News* is a useful supplement to the hard copy of *The Magazine*?

CODE ONE ONLY

- 1 Yes
- 2 No
- 3 Not sure

P13 Why do you say this? **PROBE FOR REASONS WHY USEFUL/ NOT USEFUL**

P14 How useful is it to you to have *LSC News* available on-line? **READ OUT AND CODE ONE ONLY**

- 4 Very useful
- 3 Fairly useful
- 2 Not very useful
- 1 Not at all useful
- 5 Don't know

P15 Which method(s) of receiving news about the LSC and its activities do you personally prefer? **READ OUT AND CODE ONE ONLY**

- 1 The hard copy version of *The Magazine*
- 2 The pdf version of *The Magazine*
- 3 The on-line *LSC News*
- 4 Or all three

**NON READERS OF LSC NEWS
OTHERS GO TO P17**

P16 Now that you know that *LSC News* is available on-line, how likely are you to read it in the future? **READ OUT AND CODE ONE**

- 4 Very likely
- 3 Fairly likely
- 2 Not very likely
- 1 Not at all likely
- 5 Don't know

ALL RESPONDENTS

P17 Would you like to have a look at *LSC News* on line? I can give you the weblink.
CODE ONE ONLY

- 1 Yes **GIVE WEBLINK :** www.lscnewsonline.co.uk
- 2 No

Thank you very much for your time, your help is much appreciated by BMG Research and LSC East Midlands.

CLOSE

Because people matter, we listen.

With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely shared.

