

We read you . . . loud and clear!

She lives on a farm, or in a rural setting, reads a variety of magazines, and is keenly interested in consumer issues, educational activities, networking, crafts, food and nutrition.

"She" is the typical Home & Country reader, as determined by our recent Federated Women's Institutes of Ontario survey, to which 655 of you responded.

Some 1,400 copies of the readership survey were distributed in February 1985, and the results were tabulated in August. The study was designed to answer three main questions: Who are the readers of Home & Country? Which parts of the magazine do they read, and how useful do they find the articles/features? How might the magazine be improved?

What we learned was that most of you reside on a farm (36.3%) or in a rural setting (23%) while the remainder live in either a village (21.4%) or a town (14.7%). Less than 5 per cent of you are city dwellers.

We also learned that your favorite magazines are Reader's Digest, followed by Chatelaine, Home & Country, TIME, Macleans, Canadian Living and Better Homes and Gardens.

The majority of the respondents stated they were moderately to extremely satisfied with the overall content and appearance of Home & Country. Most rated the length of the magazine "just right" and indicated they read the WI publication thoroughly.

Articles found to be most read and/or helpful included: Consumer update, Editorial, WI's on the GO, Letters to the Editor, Between the Lines, Network Info You Should Know and Officer's Conference Report. Least read items were the JWIO Pages, the FWIO Board List and the FWIO Board Meeting Reports.

A whopping 95 per cent of you said you'd like to see more program planning ideas in future issues. Craft ideas, information on food and nutrition, educational activities and more branch news were the other subjects you said you'd like to read more about in future. (See TABLE).

The main areas of improvement suggested by readers were as follows: (1) **Distribution** — readers were clearly anxious to have the mag-



azine delivered on time;

- (2) **Table of Contents** — readers said an index would make it much easier to locate articles of particular interest without first leafing through the magazine.
- (3) **More Branch News** — readers would like to read more about what other branches in the province are doing;
- (4) **More Poems and Photos** — readers said the inclusion of poetry and mottos would be helpful to them as a resource of planning meetings. An interest in seeing photos of people involved in various WI projects was also emphasized.

Home & Country wishes to thank those of you who took the time to complete and return the questionnaire.

Which of the following articles/features do you usually read?

Choices	Read All	Read Most	Read Some	Don't Read	Don't Remember
Letters to the Editor	49%	28%	19%	3%	2%
Reflections from ROS	42%	25%	22%	6%	5%
Editorial	58%	24%	15%	1%	1%
Between the Lines	49%	23%	20%	4%	3%
Consumer Update	61%	24%	11%	2%	1%
District Diary	42%	23%	24%	6%	4%
FWIC Column	44%	24%	24%	5%	2%
WI's on the Go	56%	26%	14%	2%	1%
FWIO Board Meeting Reports	41%	24%	25%	8%	3%
FWIO Board List	31%	17%	35%	13%	4%
Officer's Conference Report	45%	25%	21%	7%	2%
Network Info You Should Know	47%	23%	20%	6%	4%
JWIO Pages	24%	20%	34%	15%	7%

Which of the following articles/features would you like to see in future issues of Home & Country?

Choices	Would Like	Don't Care	Would Not Like
More branch news	78%	18%	4%
Program planning ideas	95%	5%	0%
Info on other women's groups	71%	22%	7%
More photographs	45%	42%	13%
Fiction/poetry	56%	31%	13%
Craft ideas	84%	11%	5%
Recipes	72%	16%	12%
Info on food & nutrition	84%	13%	3%
Stories on individual WI members	67%	27%	6%
Gardening tips	65%	27%	8%
Info on other rural activities	55%	34%	11%
Clothing	56%	35%	9%
Educational articles	83%	15%	1%