

“RiverCity Parents” A Community Family Informational Newsletter

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Objectives of the Report

- Who is reading the newsletter? The first objective is to define the market segment and profile the existing audience.
- What do they think of it? The second objective is to describe perceptions and measure satisfaction of the newsletter.
- How can it be improved? The third objective is to identify opportunities for development and provide information for future decision-making.

Summary of the Methodology

Out of 365 questionnaires administered in La Crosse and surrounding areas, 83 were collected. The methods of administration included mail surveys and self-administered surveys. The population of interest was anyone living in La Crosse and surrounding areas and having a direct interest in the well-being of the family, as a whole.

Summary of the Findings

A general description of the respondents would indicate women between the ages of 31 to 45 years, living in La Crosse or Onalaska, and having a household income of \$25,000 to \$50,000. They appear to be stay-at-home moms caring for as many as three children, generally including at least one pre-schooler.

The results seem to indicate that, for the most part, the audience of “River City Parents” applauds the concept and the efforts of the publisher. However, results also indicate a few critics expecting a more professional product before the newsletter will be deemed as a credible source.

Conclusions and Recommendations

The layout of the newsletter, its content, and the availability of the newsletter were the most commonly mentioned issues by the respondents. Consistently arranging and presenting information may make the newsletter easier to read. Placing an emphasis on the information parents seem to be looking for may increase circulation. Making the newsletter conveniently available may increase interest.

INTRODUCTION

“River City Parents” is a free monthly newsletter providing information and activities for families and children. Each issue features a calendar of events, book reviews, advice columns, editorials, and more. It is the publisher’s desire to provide quality infor-

mation for the purpose of facilitating the discovery of new ways for families to live, learn, and grow together. Being a busy parent of the '90s herself, the publisher understands the importance of families spending quality time together and understands the difficulty involved with scheduling such time.

The newsletter is supported financially through advertisements placed in the newsletter by local businesses. The publisher single-handedly manages every facet of this small business, including the solicitation of advertisement spots. She solicits local radio and television stations, local hospitals and clinics, daycare centers, entertainment and recreation facilities, and other businesses. Advertisements appearing in the newsletter belong to businesses ranging from independent local businesses to national franchises.

The publisher maintains business relationships with several local professionals and individuals. These relationships serve as contacts to the La Crosse area and provide an array of information to be communicated to the public. Regardless of the magnitude of information received, it is crucial for the publisher to maintain and expand her network of information sources. Contacts may provide professional information meant for the betterment of family well-being. They may provide event information, or they may provide counter space to make the newsletter available to their customers.

The publisher has contacts with professionals such as librarians, counselors, doctors, and bankers who provide her with information ranging from parenting tips to articles offering professional insight. For example, the Family Resource Center provides a monthly review of parenting resources, and the Gundersen Lutheran Counseling Services teams up with the Family & Children's Center to suggest solutions to common child rearing challenges.

Monthly, the publisher constructs a list of family and children's events scheduled around the community. She collects dates and times and, with permission from event spokespersons, she prints the information in calendar form. This form makes it easy for readers to evaluate the activities available on a given date.

Since many parents can appreciate a bit of humor about common trials and tribulations, the newsletter also offers a less "professional" outlook on family and parenting. Every month the newsletter contains at least one of several columns featuring the antics of skilled writers.

Problem Definition and Research Purpose

Monthly, approximately 3000 copies of "River City Parents" are printed and distributed to La Crosse area public libraries and branches, St. Francis Clinic and Outreaches, the YMCA of La Crosse and of Holmen, Hixon Forest Nature Center, Family Resource Center, and two second-hand clothing stores. The newsletter is placed on counters or in racks featuring free community oriented literature. Apart from the current 23 subscribers who get the newsletter mailed to their homes, the publisher does not know who is taking or reading the newsletter.

The significance of this project is the discovery of who is reading the newsletter, what they think of it, and what improvements could be made in meeting community needs. The type of feedback this report provides will enable the publisher to evaluate the newsletter more objectively and make decisions regarding the future of her business.

Being able to define the audience of "River City Parents" is essential for the publisher to sell advertisement spots. Objectives for this report are to define the market

segment, describe perceptions of the newsletter as measured by the questionnaire, and identify opportunities for the development of the newsletter.

LITERATURE REVIEW

There was not much information available about public newsletters. Only three sources offering information on newsletters, similar to "River City Parents," were discovered. The publisher of "River City Parents" may be able to incorporate some of the objectives of the newsletters discussed in this section.

"High Tech Talk"¹ is a newsletter created by a woman in Ann Arbor, Michigan. For \$189 a person may send in family photos, news, and drawings and receive 50 finished newsletters with matching envelopes. The newsletters are professionally presented and personalized, meant to substitute photocopied letters containing general family information.

"Welcome Home"² is a communication tool for mothers to both share their own struggles or successes and to read the stories of others. It is a monthly 32-page journal costing \$18 for 12 issues.

"Good News In-Deed"³ is a professionally written and edited magazine published through a joint venture between Good News Marketing and Reiman Publications. It is offered in selected communities ranging in population from 3,000-15,000 people. It is a national magazine with a local insert reserved for local Chambers of Commerce to recognize people who perform good community deeds.

Although these publications share similarities, they serve different purposes. "River City Parents" could almost be described as a combination of these publications. It serves families in the community, publishing input from parents and professionals, and encourages a healthy family lifestyle.

As a whole, the concept of "River City Parents" is unique. There are no other publications offering a similar combination of information. This free publication has a community family orientation and likely serves many people living with the restrictions of time and money budgets.

RESEARCH METHODOLOGY

A scientific method was used to acquire a more objective assessment of the perceptions of the newsletter than the publisher was able to acquire from her subscribers and close friends. This was an applied marketing research project conducted for the main purposes of profiling existing customers, estimating their satisfaction with the newsletter, and gathering information to facilitate future decision making. The research was designed to be mostly descriptive but also included an attempt at studying some causal effects. The survey was the chosen method of data collection, following an informal group discussion.

¹ "Bringing Families Together," D&B Reports, Dun and Bradstreet, Inc. Jan/Feb 1994, Vol. 43, Issue 1, p.

² Welcome Home, September 1997, p. 16.

³ "New Magazine Aimed at Helping Small Towns Compete with Big Cities," Farming Magazine, Inc. May/June 1997, Vol. 40, No. 5, p.6.

The target market of "River City Parents" can be defined as anyone having two certain characteristics: one, they live in La Crosse or surrounding areas and two, they share part of their day with at least one child. The population of interest, for purposes of this study, was anyone fulfilling target market characteristics and also showing an interest in the newsletter.

Essentially three sampling frames existed. First, a list of subscribers to the newsletter. Second, people who obtained a newsletter in September 1997. And third, prospective respondents who either noticed questionnaire drop boxes at certain locations or were approached by the researcher. These three sampling frames required the use of three data collection methods: ad hoc mail, self-administered surveys, and a variation of the mall intercept approach.

Twenty-three subscribers were mailed a questionnaire along with a stamped, addressed return envelope; questionnaires were inserted into 250 September newsletters along with a stamped, addressed return envelope; 60 questionnaires were distributed among three locations, along with self-contained retrieval and drop boxes, requiring self-administration of the survey; and finally, 32 prospective respondents were approached by the researcher and were asked to complete the questionnaire. The variation of the mall intercept has to do with location: rather than intercepting people in a mall, these surveys were administered in the children's section of a library and at a local family festival.

A probability sample was obtained employing simple random sampling. There was a known probability of selection with the mail surveys (subscribers: 23/2k newsletter inserts: 250/3000). The self-administered and intercept surveys yielded information representative of the population as defined by the researcher, however may need to be classified as non-probability sampling because there was an unknown probability of selection.

The sample itself consisted of people who completed a questionnaire and returned it to the researcher. A total of 365 questionnaires were dispersed using the various data collection methods. A total of 83 questionnaires were collected, for a response rate of 23%.

QUESTIONNAIRE DEVELOPMENT

It was the intent of the researcher to keep the questionnaire concise, simple, and interesting, yet effective. A wide variety of people read the newsletter. They could be parents, grandparents, child care providers, essentially anyone interested in the well-being or the entertainment of any number of children. In order to capture all of the angles of readership, several orientation-type questions were asked. The first six questions served as screeners and qualifiers to identify respondents.

At present, the only information known by the publisher is how many newsletters are dropped off at each location at the beginning of the month and how many newsletters are left-over at the end of the month, known as the disappearance count. Questions 7-11 helped relate the disappearance count to the new information resulting from the survey. These were general questions recording such information as where they get the newsletter, how many they take, and how often they obtain the newsletter.

Questions 12 - 18 recorded the respondents' reading habits, as they pertain to the newsletter, and levels of enjoyment or usefulness the reader finds with the newsletter.

During the creation of the questionnaire, these questions were thought to be most vital to the success of the study. They were designed to provide specific information leading to general perceptions of the newsletter's strengths and weaknesses.

In order to test the validity of other questions, agreement to an overall statement of usefulness was measured. This was question 19. Question 20 measured agreement to four common suggestions, offered by focus group participants, for the improvement of the newsletter. Questions 21-25 were demographic and recorded the ages and sex of each family's children. Please refer to the Appendix for a sample questionnaire.

Questions which served the purpose of providing statistical descriptives were measured with nominal or ordinal scales. Questions allowing subjectivity on the part of the respondent or requiring detailed information were measured with interval or ratio scales. Questions 14, 15, 17, and 18 made use of itemized rating scales. Though they were designed with the advantages of semantic differentials in mind, trying to measure the perception of too many variables made it difficult to list each variable and each set of adjectives. Questions 19 and 20 are measured by extremely simple Likert scales.

There were 86 variables measured through this questionnaire, including four variables that were "created" to make statistical analysis easier. The created variables are a combination of existing similar variables, for example: the measurement of "which activities found to be entertaining" simply recorded nominal data separately for each activity. If an activity was found to be entertaining it was recorded on the spreadsheet as true. The created variable is an ordinal measurement of the number of activities found entertaining for each respondent.

Similar variable creations recorded information about the location at which the newsletter is obtained, for whom the newsletter is obtained, and the number of children per family.

ANALYSIS AND FINDINGS

Percentages referred to in this section are based on the number of responses indicated for a variable out of 83 questionnaires collected.

The first objective of this report is to describe who is reading the newsletter. The ability to define the target audience and their approximate attention to the advertisements should prove to be beneficial as the publisher approaches advertisers. A general description of the respondents would indicate women between the ages of 31 to 45 years, living in La Crosse or Onalaska, and having a household income of \$25,000 to \$50,000. They appear to be stay-at-home moms caring for as many as three children, generally including at least one pre-schooler.

Eighty-six percent of the respondents indicated they did have children, with 59% saying the mother was the primary care-giver during the day. Ninety-four percent of the respondents were female, 37% indicated they had two children, 72% said they go to one of the public locations to pick up a newsletter, and the most popular locations for obtaining it were two of the libraries. This paints a picture of a mother taking the kids on an outing, possibly running errands, including a trip to the library for some good story books. While the kids are looking at books, the mom notices some free literature including "River City Parents."

Most of the respondents reside in the La Crosse south-side area (39%), followed by 27% residing in Onalaska. There was one respondent from Laguna Hills, California. This

respondent also happened to be the oldest person contributing to the results. A note written in the comment section explained that she subscribed to the newsletter to stay current with activities in the La Crosse area as she has grandchildren and great grandchildren living in this area.

Forty-nine percent of the respondents indicated they pick up a copy of the newsletter every month, followed by 18% picking it up every other month. Common written comments scribbled in the margins of the survey indicated that sometimes the newsletter is difficult to find or else last month's issue is all that's available. Making the newsletter available and visible are challenging tasks. It is best to put it where parents will most often be. Popular suggestions for additional locations were grocery stores, UW-L Child Center, and Kwik Trip Stores.

Thirty percent of the respondents indicated they read through most of the advertisements, while 42% said they read through all or some of the advertisements. The advertisements were said to be skimmed by 16% of the respondents. No one indicated they avoid the ads. Combining these percentages, we can say 88% of the respondents at least skim the ads.

Businesses placing ads are concerned about exposure and impact. Even if a person only skims over a page, the ad has flashed before the eyes of a potential customer, possibly serving as a reminder. Measuring the attention paid to advertisements was important because money generated through the ads is what makes this publication free. Being able to communicate the measurements in terms of reliability should help to sell advertisement spots.

Setting an acceptable error rate at $\pm 5\%$, a reliability estimate was calculated on the question referring to the reader's attention to advertisements. However, the resulting estimate did not fall within the acceptable percentage limits. This may be partly due to the small sample size. Having to accept the sample size and work with the data that was collected, it can be said with a 95% confidence interval and a $\pm 7\%$ error rate that 88% of the respondents at least skim the advertisements.

The second objective of this report is to describe respondents' perceptions of the newsletter. Being able to estimate the general satisfaction of the newsletter will help the publisher decide whether producing the newsletter is worth her time and effort. Also, estimating respondents' satisfaction with specific characteristics of the newsletter should help the publisher make decisions regarding the contents of the newsletter. Using the information provided in this report, she may decide to focus on a certain section, create new sections, or cut undesirable sections.

Out of 83 questionnaires, 93% of the respondents said they were familiar with the newsletter. We wanted those familiar with it to respond because their opinions and perceptions are important to understand. Only 12 respondents (approximately 15% of the 83) indicated that they did not have children under the age of 18. Ten of the 12 said they do read the newsletter. We were especially interested in why a person with no children would be interested in this type of newsletter. The obvious reasons are that the person is a grandparent, aunt, or uncle. Other reasons indicated special relationships with children outside of the family unit, such as baby-sitter or neighbor.

The most popular activity found to be entertaining was *Coulee Kids - Make it Fun* that is published every so often with an activity for children to do. *Kids' Thoughts* was the next most common activity, which is a section of the newsletter dedicated to printing

the artwork of children. Coming in third was *Fox Kids Club*, featuring an activity. This section is sponsored by the Fox 25/48 television network,

The Out and About Calendar was rated as very useful by 42% of the respondents. The calendar was brought up again and again by respondents. No doubt, the calendar is the main strength of the newsletter.

According to the responses, information pertaining to children between the ages of one and six can most often be found in the newsletter. Comments made during the focus group discussion and comments written on the surveys indicate parents of very young children desire a little help in coming up with things to do with their children.

Thirty-one percent of the respondents indicated they read *most* of the articles, while 27% said they read all of them. *Family Things To Do* came out on top with respect to usefulness and enjoyment. *Ask The Doctor* was rated very useful by 30% of the respondents. *Aunt Jennie's Journal* was rated enjoyable or very enjoyable by a combined 52% of the respondents. *The Book Review* was rated enjoyable by 37%.

Let's Talk Money and *Tutor House* each received some negativism. Four percent said *Let's Talk Money* was not at all useful, while 31% said it was useful. Another 4% said *Tutor House* was not at all enjoyable, while 23% said it was enjoyable.

Forty-eight percent of the respondents *agreed* that "River City Parents" is very useful, while 31% strongly agreed to the statement. Only 1% disagreed and nobody strongly disagreed. Thirteen percent failed to answer this question.

Most people strongly agreed that "River City Parents" should keep activities geared toward children. Thirty-three percent agreed that the newsletter should contain more information for child-care givers, while 33% took a neutral position. More people agreed than disagreed with the statement of including more events for adults. The same was true for the statement about including more information about article authors, except the highest percentage of respondents took a neutral position.

A statistical test was conducted to determine whether there is a relationship between the rated usefulness of the calendar and the level of agreement to the overall statement that "River City Parents" is very useful. It seemed the higher respondents rated the calendar, the more useful they thought the newsletter was. Since the calendar is at the heart of the newsletter, the test results were not surprising. With a 95% confidence interval, there is enough evidence to indicate a relationship between the variables.

Another test was conducted to determine if there was a relationship between the rated usefulness of the calendar and how often the newsletter is obtained. The more useful the calendar is perceived to be, the more likely the respondent is to pick up the newsletter every month, since the calendar contains monthly information. With a 95% confidence interval, there is enough evidence to indicate a relationship between the variables.

Since the calendar lists the locations of family events, a test was conducted to see if there was a relationship between the rated usefulness of the calendar and where the respondent lived. The underlying question being whether the respondent thought the calendar contained enough events occurring in their zip code area. If a person thought the calendar did not contain enough information pertaining to the location in which he lives, one would think the calendar would get a lower usefulness rate. Perhaps the calendar contains events centrally located to most of the zip codes because there was not enough evidence to indicate a relationship between these variables.

Lastly, a test was conducted to determine if a relationship existed between the variables of location and zip code. Location referring to where the respondent gets the newsletter and zip code being where the respondent lives. Evidence indicates that people get the newsletter from locations closest to where they live. With a 95% confidence interval, there is enough evidence to indicate a relationship between where the newsletter is obtained and where the respondent lives.

CONCLUSIONS AND RECOMMENDATIONS

The first two objectives of this report were addressed in the previous section. The third objective is to use the information presented in order to facilitate future decision-making; opportunities for development need to be identified. The results seem to indicate that, for the most part, the audience of "River City Parents" applauds the concept and the efforts. However, results also indicate a few critics expecting a more professional product before the newsletter will be deemed as a credible source.

To increase readership satisfaction, we need to focus on three things: layout, content, and availability. Consistently arranging and presenting information may make the newsletter easier to read. Placing an emphasis on the information parents seem to be looking for may increase circulation and making the newsletter conveniently available may increase interest.

The newsletter is already built around the calendar. After reading the newsletter, people keep the calendar section because it is informative all month long. Perhaps it would make sense to enlarge the borders on both sides of the 11x17 inch inside page. Continue to print the calendar information as is, except use these borders as prime advertisement spots since they will hang all month on someone's refrigerator.

Build the other 11x17 inch page around the articles, avoiding discontinuity of thought. Try to fit the whole article on one page and place ads around it. This page could contain all of the cut out coupons. Coupons placed on the opposite side of the calendar may not get clipped and used because it would destroy the information, also the cut up calendar would not look attractive and so may not hang on the refrigerator very long.

If advertisements were to have a clear connection to family or children, there would be less "noise" or confusion. Disconnected ads, as related to the purpose of the newsletter, are distracting and may decrease interest in the newsletter altogether. Readers demand integrity of material; give them what they want and avoid confusion or clutter.

Clarifying the issue of subscriptions mentioned in the mission statement would also cut down on the confusion. Ease the reader into the notion of having to pay for a subscription. Following is part of the mission statement reproduced, except for the words "For a small fee": "...and is available FREE at several locations throughout La Crosse, Onalaska, and Holmen. For a small fee, you may also subscribe and have River City Parents mailed directly to your home..."

Since some readers are interested to know a little more about the article authors, perhaps a short introduction would suffice. Who prepares the *Book Review* and *Tutor House*? Adding a name and occupation might help to make parents feel more confident in what they are reading. When a reader decides the opinion has value, he will probably be more likely to share the information with others.

Solving the problem of availability takes boldness and creativity. Making the newsletter conveniently available is the goal. Someone in the focus group mentioned the

Welcome Wagon. That's a great idea for introducing families to community events. There should be a small section reserved in the newsletter for listing the locations of availability. Readers may see more convenient locations for picking up the newsletter or may inform friends of locations near them.

Focusing on the strengths of the newsletter, emphasizing the credibility of the information, and making it conveniently available may increase readership.

LIMITATIONS

Too many variables measured by nominal or ordinal scales limited; the statistical analysis. Inferential statistical procedures should have been thought through more thoroughly before the questionnaire went to print. Descriptive statistics seemed to be the most effective, considering the problem at hand, resulting in a questionnaire which mostly gathers information suitable for descriptive analysis.

The questions asking specifics about perceptions were intended to gather important information, instead they contributed to a lack of interest on the part of the respondent. As it turned out, all of these questions appeared on the second page of the survey. Increasing lack of interest is evident in the increasing number of missing values from the first question on the page to the last question on the page. It is probably fortunate that respondents turned the page and completed the survey rather than discontinuing the survey altogether.

The questionnaire was too long which probably contributed to the disappointing number of returns. We expected to collect many more than 83 out of 365. It was thought that people would be more willing to complete a survey, contributing to the development and success of the newsletter. We thought the data would reflect a body of regular newsletter readers. Filling out a survey and dropping it in the mail did not seem too much to ask of people who had just received something free. However, we were mistaken.

The number of variables that were to be measured by the questionnaire should have been cut back. For instance, in questions 17 and 18 every article title did not need to be listed. Perhaps the less commonly printed articles should have been eliminated from the question. Also, this space might have produced more meaningful data had there been a true semantic differential scale measuring the respondent's image/perception of the newsletter articles.

The measurement scales used in the questionnaire are hardly exemplary of true semantic differential scales and Likert scales. The questionnaire, as a whole, may have produced more meaningful data if these scales were portrayed correctly, using lists of opposite adjectives rather than limiting the inquiry to usefulness and enjoyment factors. Likert summation scales would have been more useful measuring attitudes toward favorable and unfavorable statements about the newsletter.

Also, question 19 should have been worded differently as it was interpreted inconsistently. It asks for a level of agreement to an overall statement that the newsletter is very useful. Some respondents may have interpreted the question as though very useful and simply useful were mutually exclusive adjectives.

Most of these problems probably become more foreseeable and easier to correct as one gains experience. An increase in sample size would have made the analysis more reliable. However, the budget for this project had been depleted and it was no longer feasible to gather more data.

APPENDIX

1. Are you familiar with "River City Parents," the community family informational newsletter?
 yes no
2. Do you have children under the age of 18?
 yes no (please continue with question #4, below)
3. During business hours, who generally cares for your children? Please check only one. (after answering this question, go to question #6, below)
 mother of children
 father of children
 grandparent of children
 other relative
 babysitter
 neighbor
 older sibling of children
 children stay alone
 professional child-care

 other _____
4. Do you read "River City Parents"?
 yes no (go to question #21)
5. The reason you read the newsletter is because you are a ...
 child-care provider
 grandparent
 aunt or uncle

 other _____
6. How often do you obtain a copy of "River City Parents"?
 every month every other month 2-5 times a year once a year
 never, or this is the first copy you have obtained (please go to question #21)
7. How is the newsletter obtained for your household?
 through mail subscription (please go to question #12)
 you pick it up at one of the public locations
 someone else picks it up at a public location (please go to question #11)
8. How many copies do you usually take? ____ (if zero, please go to question #12)
9. Generally, you pick up a copy for... (check all that apply)
 yourself your spouse another family member a neighbor

 other _____
10. From which location(s) do you usually get a newsletter? (check all that apply)
 La Crosse Public Library-Main Bangor Library Onalaska Library
 La Crosse Public Library-North Campbell Library West Salem Library
 La Crosse Public Library-South Holmen Library St. Francis Clinic or Outreaches
 Hixon Forest Nature Center YMCA-La Crosse The Wee Repeat
 Family Resource Center YMCA- Holmen Bearly Used
11. If you could add a location to the list, seen in the previous question, which location would you add?
 Please try to be specific.

12. How would you categorize your attention to the advertisements in the newsletter?
 read through all advertisements read through most advertisements
 read through some advertisements skim advertisements avoid advertisements
13. Please check all of the newsletter activities which you or your family find entertaining.
 Fox Kids Club Coulee Kids-Make it Fun Kids Thoughts
 "Amazing Richardo" Magic for the Month do not make use of the activities

14. How would you rate the usefulness of the *Out and About Calendar* found in "River City Parents"? On a scale of 1 to 7, with 1 being the *least* useful, please **CIRCLE** the number which best represents your response.

not at all useful very useful
 1 2 3 4 5 6 7

15. How often do you find information in the newsletter that is appropriate for each age group? On a scale of 5 to 1, with 5 meaning you *always* find information for that age group, please **CIRCLE** the response which best represents your answer pertaining to each age category. If you don't know, then check the line. ✓

| | always | | sometimes | | never | don't know |
|-------------|--------|---|-----------|---|-------|------------|
| <1 year | 5 | 4 | 3 | 2 | 1 | — |
| 1-3 years | 5 | 4 | 3 | 2 | 1 | — |
| 4-6 years | 5 | 4 | 3 | 2 | 1 | — |
| 7-9 years | 5 | 4 | 3 | 2 | 1 | — |
| 10-13 years | 5 | 4 | 3 | 2 | 1 | — |
| 14-18 years | 5 | 4 | 3 | 2 | 1 | — |

16. How would you categorize your reading habits as they pertain to the newsletter *articles*?
 ___ never read the articles (please go to question #19) ___ read *all* of the articles
 ___ read *most* of the articles ___ read *some* of the articles ___ skim the articles

17. Please rate each newsletter article according to its *usefulness*. For each article title please check one box in each column which best represents your response.

| | very useful | useful | somewhat useful | not at all useful | no opinion |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ask the Doctor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Aunt Jennie's Journal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Book Review | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Book Worm | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Family Things To Do | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| For Adults Only | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Home Sweet Home...Really!! | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Let's Talk Money | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Park Bench Parenting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tutor House | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

18. Please rate each newsletter article according to its *enjoyment* factor. For each article please check one box in each column which best represents your response.

| | very enjoyable | enjoyable | somewhat enjoyable | not at all enjoyable | no opinion |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ask the Doctor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Aunt Jennie's Journal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Book Review | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Book Worm | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Family Things To Do | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| For Adults Only | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Home Sweet Home...Really!! | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Let's Talk Money | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Park Bench Parenting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tutor House | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. Please indicate the extent to which you agree with the overall statement that "River City Parents" is *very useful*.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

20. Please rate each suggestion for "River City Parents" according to your opinion.

- a) Keep activities geared toward children.
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- b) Include more information for child-care givers.
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

- c) Include more events for adults.
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
- d) Include more information about the article authors.
 - Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree

21. Please fill in your zip code. _____

22. Please indicate your sex. _____ male _____ female

23. Please indicate your age category.

- ___ 1-15 years ___ 46-60 years
- ___ 16-30 years ___ 61-75 years
- ___ 31-45 years ___ 76-90 years

24. Please indicate the category of your household income.

- ___ < \$15,000 ___ \$50,000-\$99,999
- ___ \$15,000-\$24,999 ___ \$100,000-\$149,999
- ___ \$25,000-\$49,999 ___ \$150,000 or more

25. If you have children, what are the ages and sex of your children?

Please check appropriate box to indicate each child's sex and fill in each child's age:

| | Boy | Girl | Age |
|---------|-----|------|-----|
| child 1 | | | |
| child 2 | | | |
| child 3 | | | |
| child 4 | | | |
| child 5 | | | |
| child 6 | | | |

Please list any suggestions for improvement of the newsletter; what shall we do to serve you better?

Thank you for participating!!