

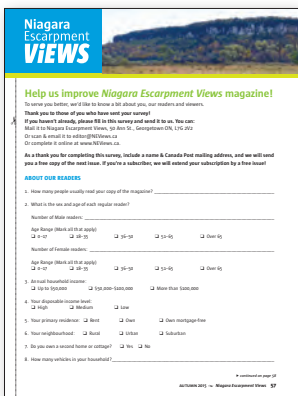
What did you say about yourselves?

Niagara Escarpment Views Readership Survey Results



By Mike Davis

The results of the first readership survey are in. We thank respondents for your thoughtful and sometimes abundant comments. You are clearly an engaged and passionate audience. This is especially evident by the readers who made the effort to mail in their surveys, with their own envelope and their own postage stamp!



You told us what you liked about our magazine. Many mentioned that you liked our articles and photography. Someone noticed the “good quality of paper.” Many wrote that you liked “Absolutely everything” or “Local content” or “Layout; photos; all articles were of interest.”

Here are more of your exact words:
 “Gorgeous photography. Quality writing.”
 “Inspiring stories...”
 “All articles are enriching.”
 “It has class — good design, excellent and varied articles, great photography — What else can I say?”
 “Topical articles, good journalism along with professional photography.”
 “Keeping us informed ... Subscription price is quite reasonable.”
 “Local recognition of amazing areas and of course the pictures.”
 “My favorite part showing it to a younger generation and letting them see just how beautiful Ontario is.”
 “I like reading about things in my area of which I never heard about before!”
 “Stories about places to see. ... Makes me think.”

change in our recent issues.

The rest of you said no change or left the space blank. Here is a sampling of what you said:
 “Do not change a winning game.”
 “It is great now.”
 “Excellent as is.”
 “Keep doing exactly what you are doing.”
 “Make it more readily available...”
 “Keep it from getting too big with too many advertisements.”
 “NE Views is the finest magazine!... National Geographic and Canadian Geographic... should take note.”
 “Love it as it is.”

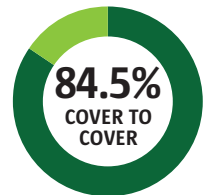
RETENTION OF EACH ISSUE



- 1.6% DISPOSE OF IMMEDIATELY
- 28.1% KEEP INDEFINITELY
- 32.8% KEEP FOR A FEW MONTHS
- 37.5% PASS IT ON AFTER READING

You reported that you have more than 2.75 readers for every copy. If we extrapolate that to our print run of 25,000 copies per issue, we get more than 68,000 readers per issue!

TIME SPENT READING EACH ISSUE



- 0% ONLY GLANCE
- 15.5% ENJOY READING PARTS
- 84.5% READ COVER TO COVER

A few have the perception that we do not have many ads or that we have interesting ads. One person stated reading the issue cover to cover and added “Including the ads! My day trips are often planned just to visit one of your advertisers.”

About one half of you suggested improvements to our magazine, including “Publish more issues per year!” and “articles continuous not split up.” We read this last point so often that we have already made this

PRIMARY RESIDENCE



- 12.3% RENT
- 42.1% OWN WITH MORTGAGE
- 45.6% OWN MORTGAGE-FREE

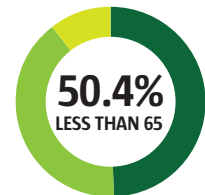
Where do you live?

We grouped about 29 towns and cities from Niagara-on-the-Lake and Binbrook to Georgian Bluffs. From Wasaga Beach and Toronto to London, St. Thomas and Chatham. Locations sending the most responses were Georgetown, Hamilton, Toronto and St. Catharines.

There are slightly more female than male readers. As you reported, on average you are about 1.29 female to every male reader. This is actually a fairly even split.

For those of you who are interested in meaty bits of statistics and our survey design, more information is on our website www.NEViews.ca.

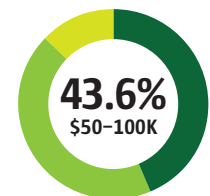
AGE



- 10.4% 0 TO 35
- 40.0% 36-64
- 49.6% 65+

We appreciate your engagement with the magazine. This communication from you is extremely valuable and will help us continue to maintain the quality you enjoy.

ANNUAL HOUSEHOLD INCOME



- 12.7% \$100,000+
- 43.6% \$50-\$100,000
- 43.6% \$0-\$50,000

Mike Davis is co-founder and co-publisher of Niagara Escarpment Views and its principal photographer.