

The Riverbend **Ragg-Times**

2025 Reader Survey Results

The Riverbend Ragg-Times (RRT) 2025 Reader Survey was conducted from May 5 to June 30, 2025. Responses were collected online via Google Forms and were solicited in the Riverbend Ragg-Times, on the Riverbend Community League website, on social media and in person at the Southwest Edmonton Farmers' Market. Respondents who left contact information were entered to win \$100 to Curry Corner. The survey received 263 responses.

Respondents were greeted with the following information:

We at the Riverbend Ragg-Times want to know more about our readers so that we can better deliver your community news. Complete the survey and include your contact information at the end in order to be entered to win a \$100 Curry Corner gift card!

Entrants must be 18 years of age or older and have no association in any way whatsoever with any participating stores, sponsors, or Riverbend Community League.

You need to include your contact information in the spaces provided in order to be entered to win. The spaces are not required for those who don't want to enter. The contest closes on June 30, 2025 and the winner will be notified by email or phone. Upon receipt of their prize, the winner must sign a release and complete a skill testing question. The winner's name may be published, but no other identifying information.

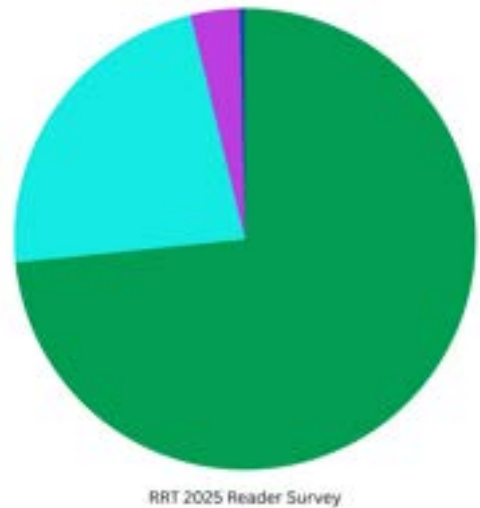
Your personal information will not be shared outside of the Riverbend Ragg-Times and the Riverbend Community League. Contact information will only be used for prize notification, unless you indicate that you would like to hear from us using a check box or comment. Data collected will not be used on an individual basis -- it will be aggregated to inform content and advertising.

Riverbend Community League and the Riverbend Ragg-Times is not liable for injury, losses, damages, or costs of any kind resulting from participation in this contest or acceptance of or use or misuse of a prize or parts thereof.

Thank you respondents!

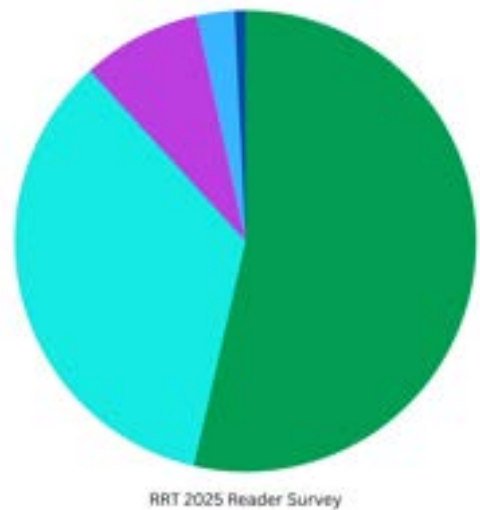
1. How often do you read the Riverbend Ragg-Times?

- I read it frequently 73.4%
- I read it occasionally 22.8%
- I read it rarely 3.4%
- I never read the Ragg-Times 0.4%



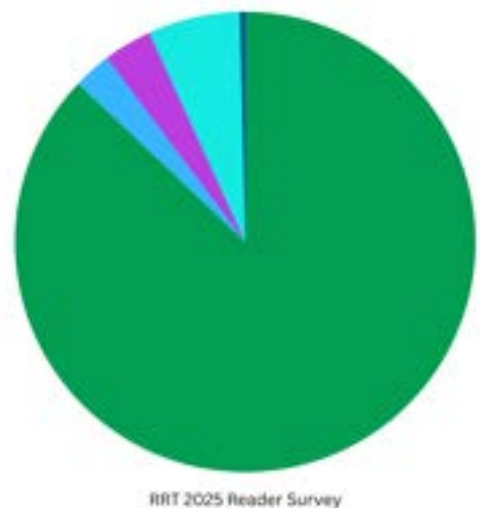
2. How would you best-describe your reading habits for the Riverbend Ragg-Times?

- I pick and choose stories that interest me 53.6%
- I read it thoroughly 34.6%
- I skim through 8.4%
- I read headlines and/or look at photos 2.7%
- I read the front page 0.8%



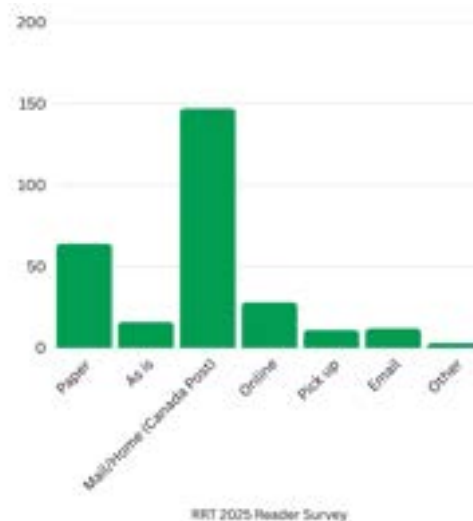
3. How do you access the Riverbend Ragg-Times?

- It's delivered to my home 87.1%
- I pick it up at a local business or organization 6.5%
- It's delivered to my mailbox 3.4%
- I read it online 2.7%
- Other 0.4%



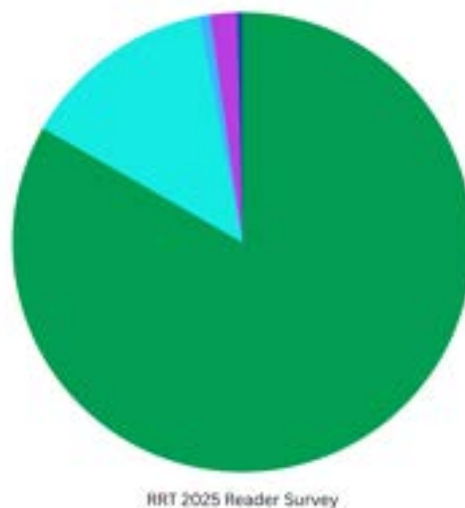
4. How would you prefer to access/receive the Riverbend Ragg-Times?

- Paper 64
- As is 16
- Mail/home (Canada Post) 147
- Online 28
- Pick up 11
- Email 12
- Other 3



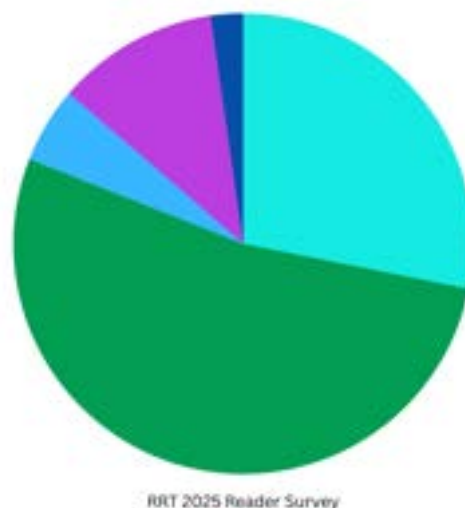
5. The Riverbend Ragg-Times currently delivers six issues per year. We want to know what you think.

- Six issues is just right 83.3%
- Six issues isn't enough, I would like to see more 13.7%
- Six issues is too many, I would like to see fewer 1.9%
- Monthly 0.8%
- Other 0.4%



6. Do you agree or disagree with the following statement?
The Riverbend Ragg-Times is informative.

- Strongly agree 52.9%
- Agree 28.1%
- Neither agree nor disagree 11.4%
- Disagree 5.3%
- Strongly disagree 2.3%



7. Do you agree or disagree with the following statement? The Riverbend Ragg-Times advises me of upcoming events and programs in my community.



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8. Do you agree or disagree with the following statement?
The Riverbend Ragg-Times is a reliable source of information.



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9. Do you agree or disagree with the following statement?
The Riverbend Ragg-Times is interesting.

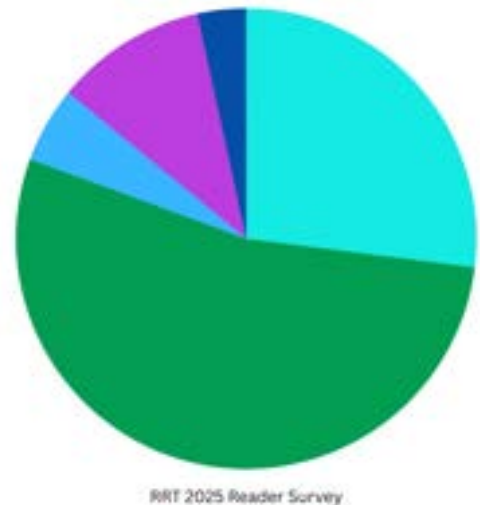


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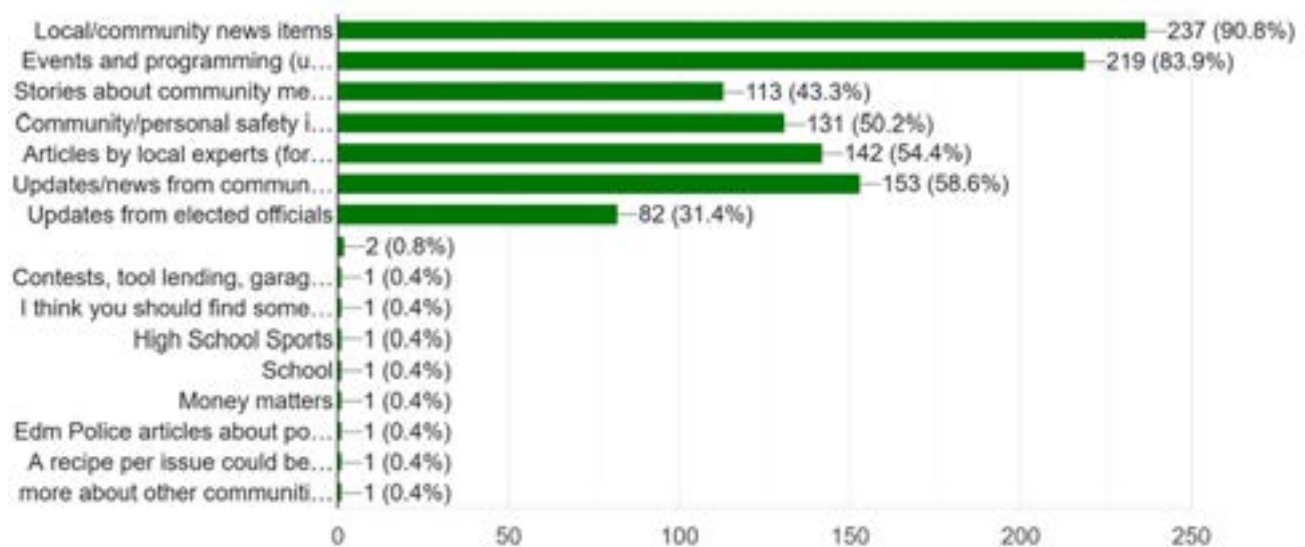
10. Do you agree or disagree with the following statement?

I can trust the Riverbend Ragg-Times.

- Strongly agree 53.6%
- Agree 27%
- Neither agree nor disagree 10.6%
- Disagree 5.3%
- Strongly disagree 3.4%



11. What types of articles interest you most? (select all that apply)



- Local/Community news items 237
- Events and programming (upcoming or past events) 219
- Stories about community members 113
- Community/personal safety information 131
- Articles by local experts (health, downsizing, gardening) 142
- Updates/news from community organizations (community leagues, TRAC, SWESA) 153
- Updates from elected officials 82
- Other 9

12. What kinds of articles would you like to see more of (if possible)? Text size indicates frequency of responses.



13. Do you look to buy from businesses in the Riverbend-Terwillegar area?

- Yes, often 44.9%
- Yes, sometimes 44.1%
- Maybe, I'm not sure 8%
- No, never 3%



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14. Do you look at the ads in the Riverbend Ragg-Times?

- Yes, I skim through the ads for something that interests me 52.5%
- Maybe, if something catches my attention, I'll look 26.6%
- Yes, I look through all the ads 17.1%
- No, I don't look at the ads 3.8%



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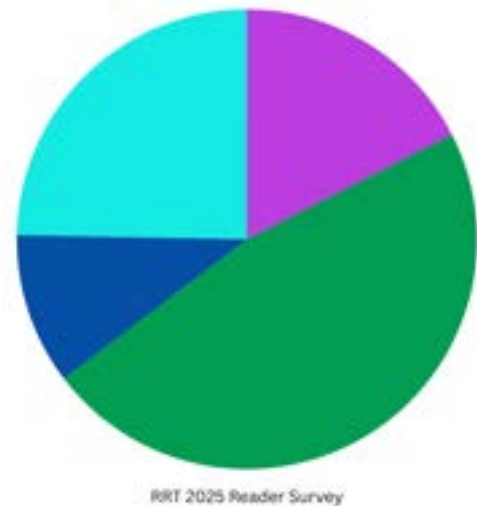
15. Have you used a business that you saw advertised in the Riverbend Ragg-Times?

- Yes, I have used businesses that advertised in the RRT 36.1%
- I'm pretty sure I've used businesses that advertise in the RRT 25.9%
- I don't know/can't remember 17.9%
- Yes, I have used a business BECAUSE of their ad in the RRT 13.7%
- No, I have never used a business that has advertised in the RRT 6.5%



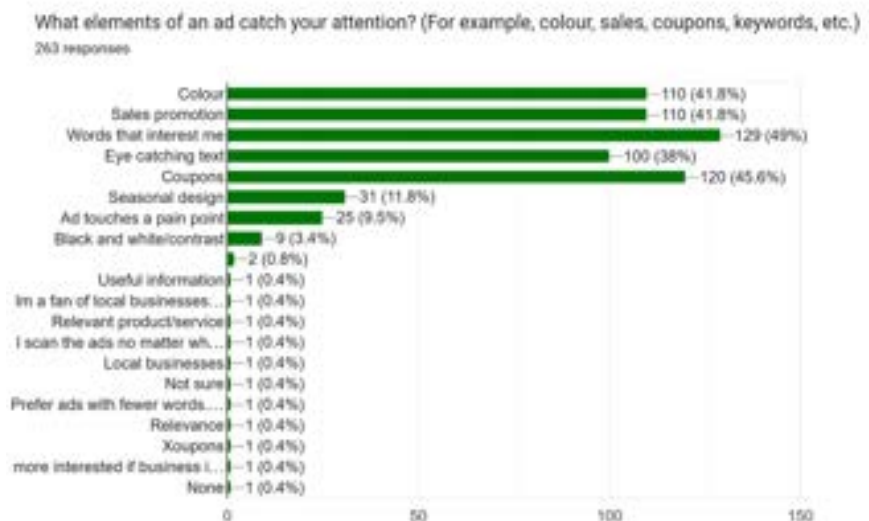
16. Has a purchase or decision you made ever been influenced by an ad you saw in the paper?

- Maybe, I can't remember 47.1%
- Yes, I think so 24.7%
- Yes, for sure 17.5%
- No, never 10.6%



17. What elements of an ad catch your attention?

- Colour 110
- Sales promotion 110
- Words that interest me 129
- Eye catching text 100
- Coupons 120
- Seasonal design 31
- Ad touches pain point 25
- Black and white/contrast 9
- Other 13



18. Do you have any additional comments about ads in the Riverbend Ragg-Times? (All answers presented as they were written.)

Love it!

Less ads

I skip them

Interesting

Tou havé good ads

Local business only

It's a good balance

Less political stuff.

I like real estate ads.

Too many real estate ads

We like to support local.

I like that they are local

I think they are well done

More business need to join!

Coupons are a big incentive

No there is not too many ads

Highlight local tradespeople

There's a good balance of ads

It has the right amount of ads

No comments - looks good as is

Continue to focus on local ads

More local neighborhood contenr

Including home-based businesses

Local business coupons are great

Try to not include political ads

I believe you gave a good balance.

I understand ads support the paper

Keep them relevant to the community

I really like the home services ads.

One company in your paper is unreliable.

There lots but I understand it's necessary

I actually didn't notice many in this edition

It's a good way to see what's offered locally

It seems like a good mix of companies and approach

I find them useful for discovering local businesses

I try to use local businesses when I know about them

Size and pictures also play a part in catching my eye

Less ads the better but I understand the need for them

As it's a local paper I expect ads and don't mind them.

What else can I do with the community league membership

There's a lot of ads, but I understand they are necessary

If I have to look at an ad I'd prefer if it made me laugh.

Don't pay a ton of attention to them unless it's a full page.

No. There seems to be a good variety of businesses show cased.

I like that a lot of the ads are for businesses in the community

Promotions with local businesses, farmer market, kids activities

Ads seem scattered, where an exclusive ads section is preferred.

I am sometimes amazed at how large the ads are... must be expensive!

It has helped me feel in touch with my community and the businesses.

It's nice to see our elected officials support the paper in this way.

I like to support local so enjoy learning about businesses in the RRT

I really like the ratio of ads and editorial. You do an excellent job.

I focus more on the articles, but the ads are fine and understandable.

Like the ads of snow removal, electricians, plumber, yard maintenance etc

I hope more local businesses take advantage of the opportunity to advertise in the Ragg-Times

Classifieds. Garage Sales/Small Household Items for Sale/Private Lessons/Community Recruitment

Search out more local businesses that might offer deals to local residents and are interesting.

As they usually are for businesses that are local or close to our vicinity, they are more likely to be contacted.

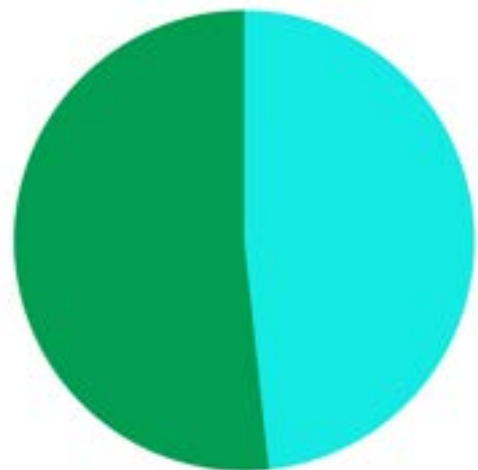
I get they are necessary to keep the publication going. This is much better than league members paying through fees.

Instead of ads throughout the publication, perhaps develop a 'business' section, and all ads go there. The section could include short articles that feature local businesses. It is great to also include the inexpensive 4-line ads so that independents like housecleaners or babysitters (for example) can afford to have an ad.

19. Postal code (will be analyzed separately)

20. Do you have a community league membership?

- No 51.7%
- Yes 48.3%



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21. Which age-range do you fit into?

- 35-44 31.9%
- 45-54 20.5%
- 55-64 18.6%
- 65-79 16%
- 25-34 6.8%
- 18-24 5.3%
- 80+ 0.8%



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22. What's your highest level of education?

- University degree 43.7%
- Masters, PhD or equivalent 31.9%
- Post-secondary trade diploma or certificate 13.7%
- Some post-secondary 7.2%
- High school 3%
- Prefer not to say 0.4%



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23. How would you describe your employment situation?

- I work full-time 49.4%
- I'm retired 17.9%
- I work part-time 11.4%
- I'm self-employed 8.4%
- I'm a stay-at-home parent 5.3%
- I am unemployed 3.8%
- Student 1.9%
- Other 1.9%



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24. How many people live in your household?

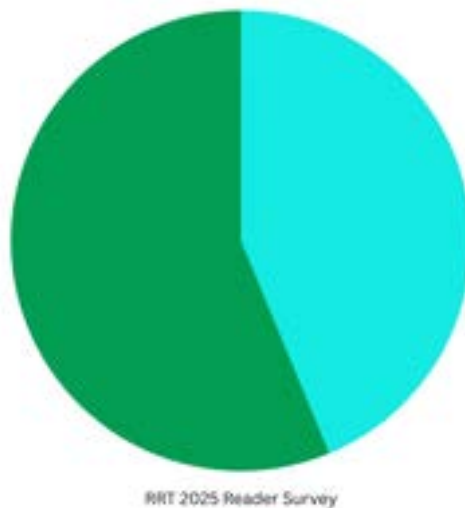
- 3-4 47.5%
- 1-2 35%
- 4-5 15.2%
- 6+ 2.3%



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25. Are any of the people in your household dependants?

- Yes 56.3%
- No 43.7%



26. In what type of dwelling do you reside?

- Single family home 83.3%
- Townhouse or row house 12.2%
- Other 3.8%
- Apartment 0.8%

