

*Who are we?
Who are you?*



THE RESULTS OF ALLEGANY MAGAZINE'S YEAR LONG READERS' SURVEY

Exactly one year ago, in the April/May 2008 issue, Allegany Magazine asked its readers to complete a short survey. The two page feature asked questions about our readers that we wanted you to fill out and send back to us. And once again, our readers came through. It's taken us a year to compile all the data and put the information into a reader friendly format but here at last are the results and the answer to the question asked.

DEMOGRAPHICS AND STATISTICAL INFORMATION

STATUS Single 20% Married 80%	GENDER Female 59% Male 41%	COMBINED INCOMES Below \$40,000 06% \$ 40,000 - \$75,000 40% \$ 75,000+ 40% Unreported 14%	AGE 26 - 35 12% 36 - 45 25% 46 - 55 30% 56 + 33%
PERCENTAGE OF SUBSCRIBERS Allegany and surrounding counties 60% Outside the immediate tri-state area 40%			

SUBSCRIPTIONS:

Allegany Magazine subscribers are in 39 of the 50 states. Plus, we have subscriptions that also go to China, Germany and several APO military addresses. Of the states Allegany Magazine is most prominent in...

- | | | |
|--------------------|-------------------|----------------|
| 1) Maryland | 14) Texas | 27) Minnesota |
| 2) Pennsylvania | 15) Michigan | 28) Tennessee |
| 3) West Virginia | 16) Georgia | 29) Oregon |
| 4) Virginia | 17) New Jersey | 30) Utah |
| 5) Florida | 18) Washington | 31) Hawaii |
| 6) California | 19) Missouri | 32) Louisiana |
| 7) Arizona | 20) Kansas | 33) Alabama |
| 8) Ohio | 21) Indiana | 34) Nebraska |
| 9) North Carolina | 22) Kentucky | 35) Nevada |
| 10) South Carolina | 23) Massachusetts | 36) Wisconsin |
| 11) Delaware | 24) Iowa | 37) Montana |
| 12) New York | 25) Connecticut | 38) New Mexico |
| 13) Colorado | 26) Illinois | 39) Maine |

The states in which Allegany Magazine does not have subscribers:

Alaska, Arkansas, Idaho, Mississippi, New Hampshire, North Dakota, Oklahoma, Rhode Island, South Dakota, Vermont, and Wyoming

READERS' SURVEYS/COMMENTS:

The following are average/median scores based on magazine enclosed readers' surveys sent back to us... These are the most popular columns based on readers' surveys...

COLUMN RANKING:

Survey says...

So which columns and stories do you like the best?

We asked you to rank the columns in the magazine on a scale of one to 10, 10 being your favorite. These the most popular columns based on readers' surveys sent back to us over the course of the last year...and their average scores. In order, they are ...

What's Cooking	(9)	Doctors Orders	(7)
Artfully Speaking	(9)	Armchair Critic	(7)
Letter from the Editor	(8)	Last Word	(7)
Written in the Stars	(8)	In Good Company	(5)

SUBJECT RANKING:

The following subjects are listed below based on readers' surveys where we asked you to rank between one and 17 subjects you would like to see covered in Allegany Magazine. This is the average/median ranking for those 17 topics.

1) People	7) Humor	13) Society Pages
Arts/Entertainment	8) Education	14) Short Fiction pieces
History	Business features	15) Sports
4) Dining/Cooking	10) Interior Design/Homes	16) Religion
5) Health and Wellness	11) Opinion/Editorials	Politics
6) Fashion/Lifestyles	12) Photo Essays	

COMMENTS:

We asked you on the survey to include any additional comments about yourself or Allegany Magazine and many of you did...who is what you had to say...

"Very well written...interesting and great photos."

"Photographs and art layouts were fantastic!"

"I would like to see more about places to go and things to do."

"After reading the articles, I have found more places I want to visit in Allegany County."

"Do a story about tailgating at the high school football games."

"This is one of the nicest magazines I have ever had in my hands."

"The dining guide could be condensed to less pages but I can't tell you how many times I use it. Very useful!"

"Why couldn't you mail a survey out? Why did I have to tear out a page of my magazine? Think ahead please!"

"Can you feature more stories on Westernport and Lonaconing?"

"Dining guide is out of date. Several restaurants have closed."

"I refuse to tear out a page in this lovely magazine. So I took you up on the offer and had it photocopied."

"Did you really think I would tear out a page from the magazine to respond to this survey? I could have used a copy machine but chose the hard handwritten way. On a scale of one to 10, the entire magazine would rank a seven."

"The writing is of true magazine caliber. This publication is top notch."

"It's great to have a magazine that zeroes in on our county."

"Keep up the great work. This is an exciting publication."