

Survey Says!

September 2024

Reunions magazine readership survey



Reunions magazine user base



50 Survey Responses

(statistically significant)

- Demographics:

- Age:

- Over 55: 82%
 - Under 55: 28%

- Gender:

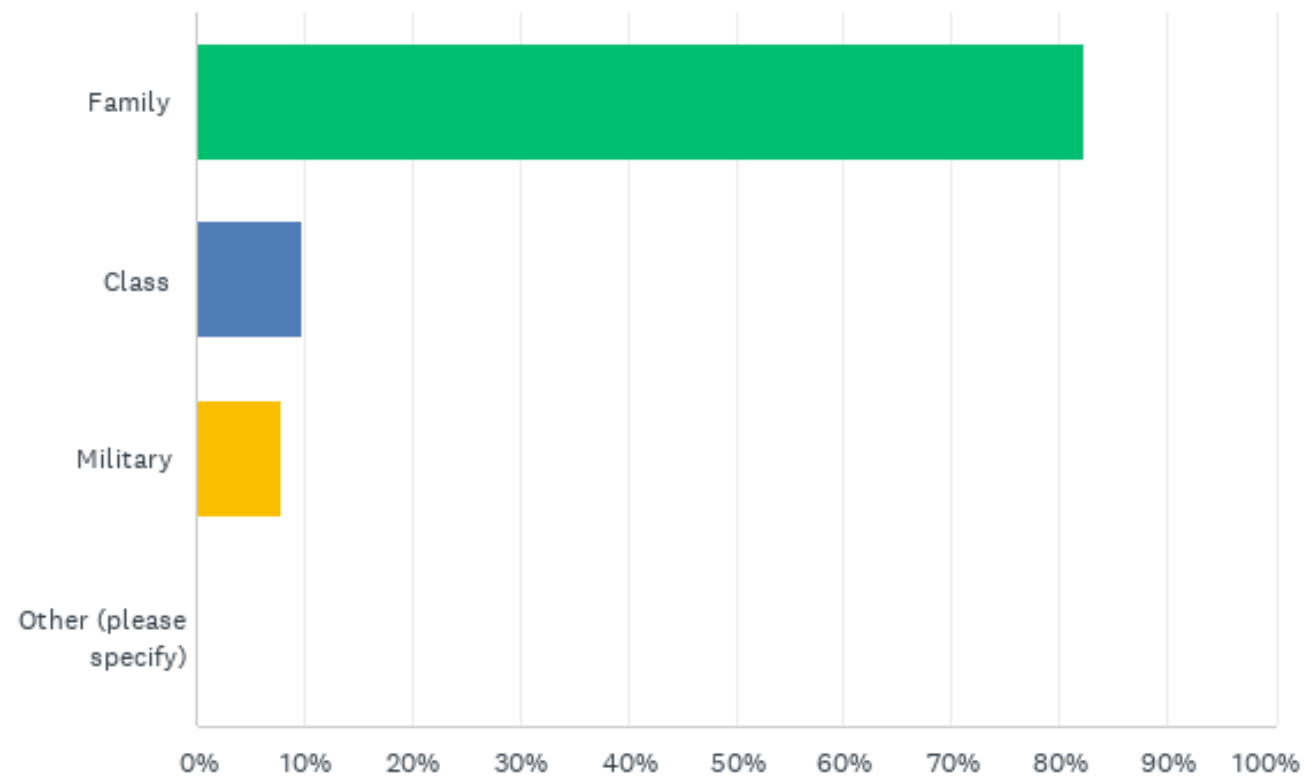
- Female: 77.55%
 - Male: 20.41%
 - Prefer not to answer: 2.04%

- Race:

- Black or African American: 48.00%
 - White or Caucasian: 38.00%
 - Prefer not to answer: 10.00%
 - Hispanic or Latino: 4.00%

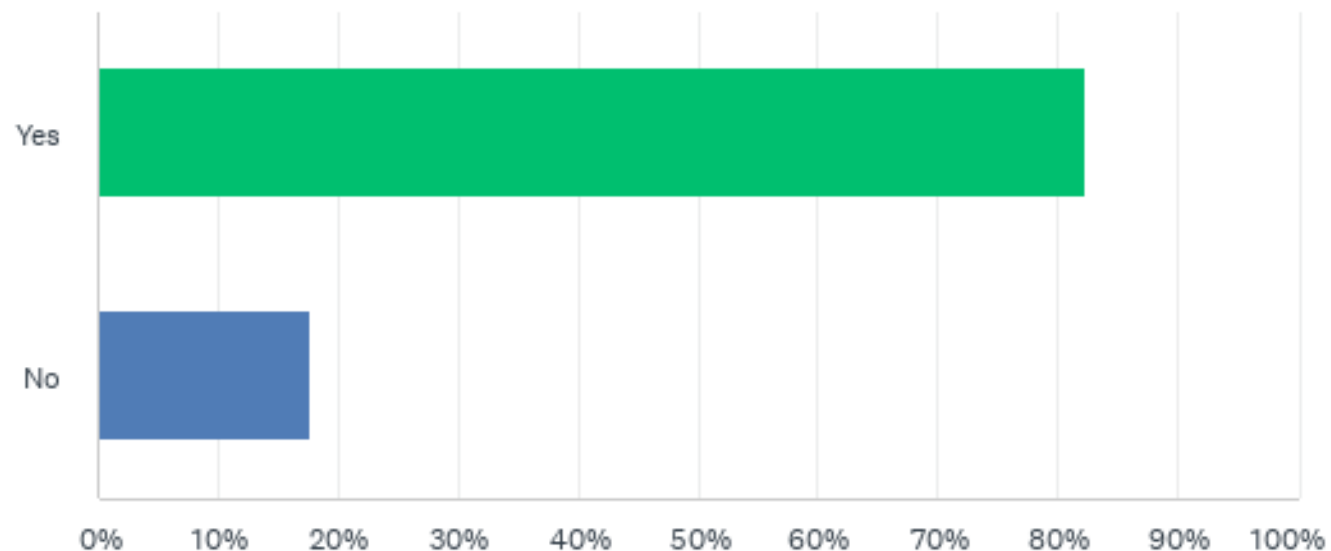
Reunion Type?

Q1 What kind of reunion do you plan?



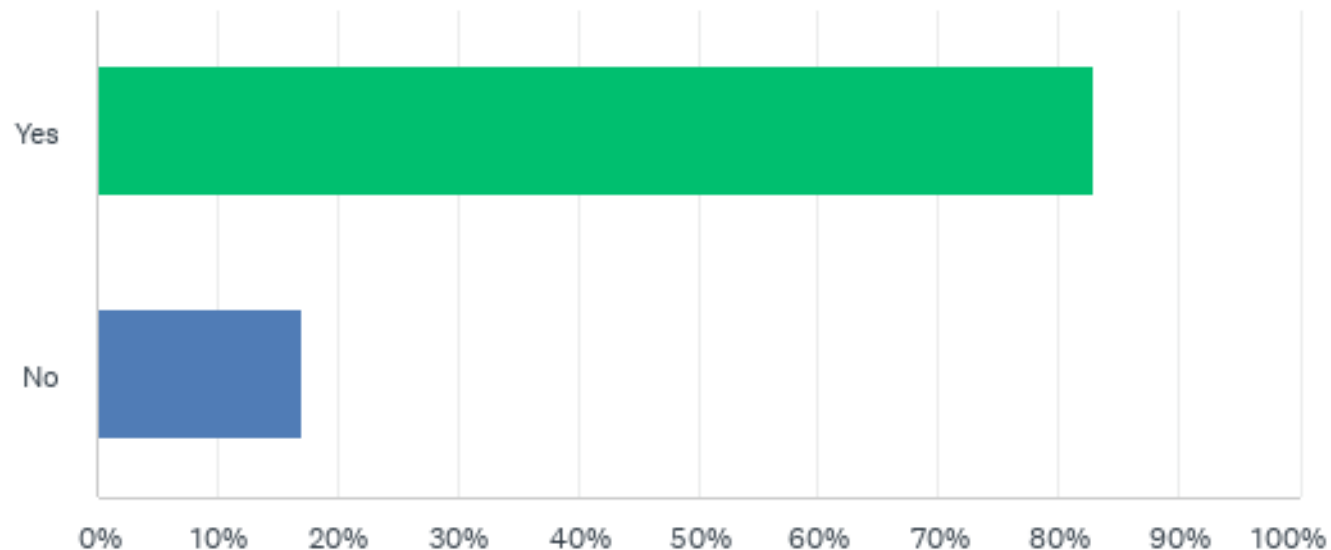
Have you read online magazine?

Q2 Have you read/explored the online version of Reunions magazine?



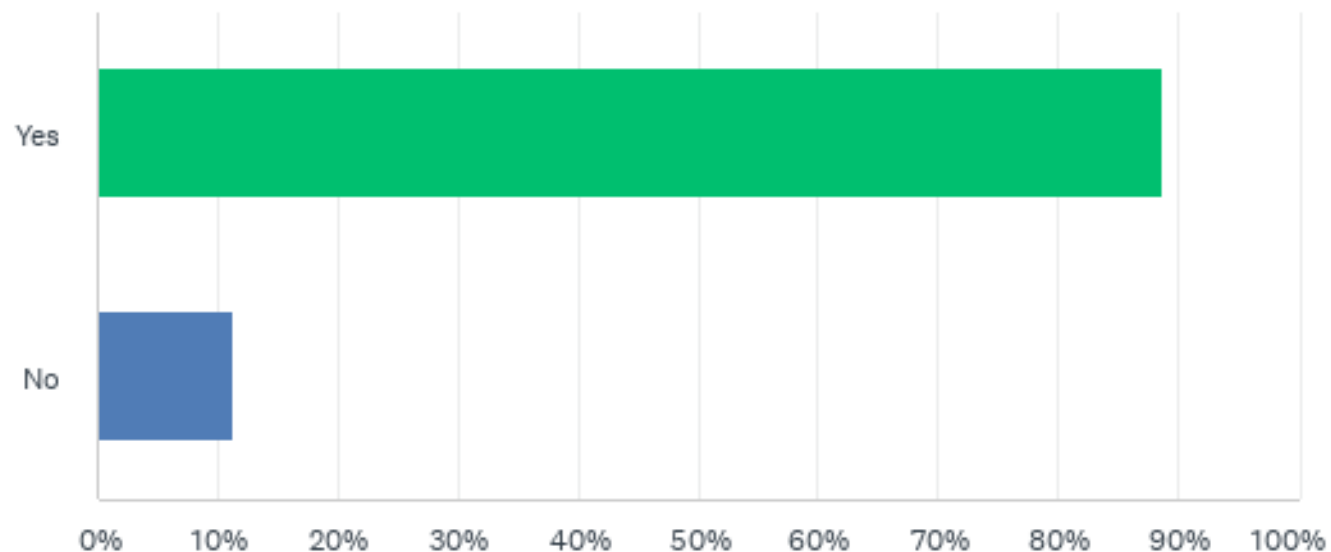
Do you find reunion advertising helpful?

Q5 Do you find advertising directed to reunions helpful?



Website helpful?

Q8 When you search on the website, do you find what you're looking for?



Do you find the magazine helpful?

- It's good to find details on how others organize their reunions, fundraising ideas, better ways to communicate with people, etc.
- So many excellent ideas and the magazine answers a lot of my questions.
- Loads of helpful tip for planning and negotiating, tips on lodging and reviews of locations/venues, articles featuring photos and stories about reunion held. Especially like the directories for workshops and other resources.
- Haven't read, waiting for print mail version
 - Response
 - We're sorry but due to printing and distribution costs as well as most enjoying the more dynamic online version, Reunions magazine will remain an online magazine.
 - The magazine is able to be printed from the website.

Comments - What would you like to see in the magazine that you're not seeing now?

- Everything is covered that we need
- New Family reunion technology ideas
- Can't think of anything - my problem is getting somebody to take over the Reunion - 2025 will be our 120th - and it may be the last one - most attendees are over 70 and nobody wants to do anything except on the day of the Reunion.
 - Response: What are current reunion planners doing to bring the next generation in to run future reunions?

Thank you for participating!

Trying to reach reunion planners?
We can help!

Contact Roberta McLoud:
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