

## Link Survey results – May/June 2022 – conducted via Calling Oakley on Facebook.

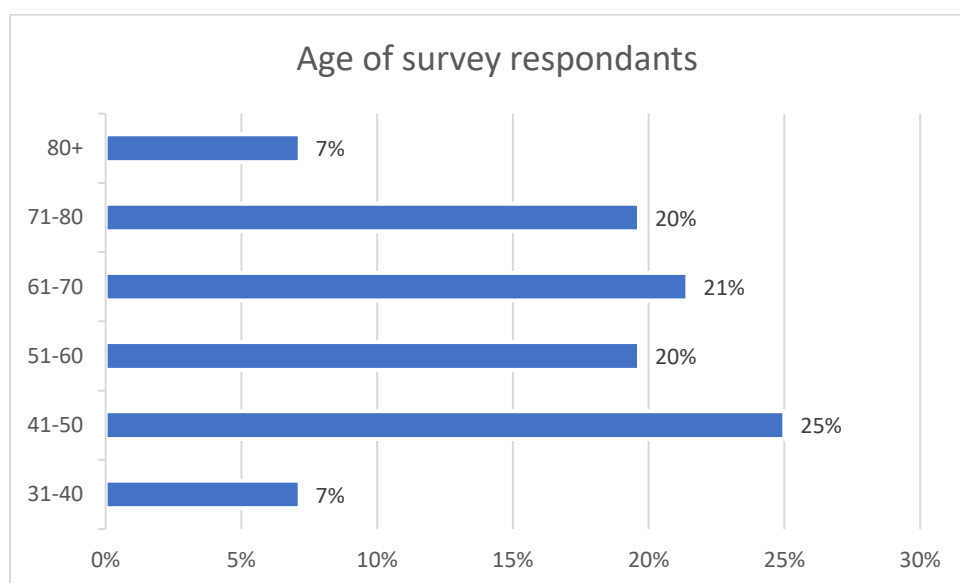
57 respondents - all Oakley residents

This sample suggests a relatively elderly readership.

- 93% are over 40
- 48% are over 60

There were only 4 responses from under 40's. Does this mean younger people don't read the Link? Or they just don't look at Facebook? Potentially both.

Suggest running the survey in the magazine itself using this link: <https://rb.gy/kljmln>



	"I always read"	"I never read"
Village News	82%	0%
Local history	67%	5%
Local news	55%	4%
Letters	53%	5%
Features	53%	0%
Gardening	44%	19%
Free ads	44%	14%
Health Matters	44%	9%
Funny Moment	42%	18%
Conservation	40%	11%
Quotations	30%	18%
Fundraising	28%	7%
Pause for Thought	25%	35%
Information, churches, village halls	24%	9%
Church news	23%	44%
Sports	23%	30%
Index of advertisers	23%	14%

Quiz	21%	39%
Ladies societies	21%	35%
Young Oakley	16%	37%

Most popular content	"Always read"
Village News	82%
Local history	67%
Local news	55%
Letters	53%
Features	53%
Health Matters	44%
Gardening	44%
Free ads	44%
Funny Moment	42%
Conservation	40%

Least popular content	"Never read"
Church news	44%
Quiz	39%
Young Oakley	37%
Pause for Thought	35%
Ladies societies	35%
Sports	30%
Gardening	19%
Funny Moment	18%
Quotations	18%
Free ads	14%

### Positive comments / feedback!

There is always something that you didn't know about Oakley

It's just a good read of interesting info.

We are so lucky to have such an informative, inclusive magazine for our villages

I enjoy the sense of being aware of and informed about the village

I love getting such a lovely magazine delivered

Love it all.

I have only had one magazine so far as we are just in the process of moving in to the village. However, I've loved reading through the magazine and already learned a lot about the types of things that happen in the area. It's a great magazine so thank you to everyone who makes it happen.

Keep it coming - we love it and makes us smile when it lands on the mat. Please don't move to an online magazine. Thank you

Useful resource for tradesmen in the village

The distributors deserve a round of applause, I get my copy every month rain or shine, they are great. Every one involved in producing the magazine should get a round of applause too!

It's a good magazine and useful to most people for various reasons. Keep up the good work!

I look forward to it every month, thank you.

I'm fairly new to Oakley and find the Link magazine very informative about everything local. Long may it continue, and thanks to everyone who gives their time to produce it.

### Some negative

Each month I find the content very disappointing & fear it is a costly magazine in terms of both time & money for very little valuable/beneficial output

Get the local shops to stock it again so such huge amounts of paper aren't wasted by delivering to people who are not interested.

### Some suggestions for the future

A timetable of what's on at the green hut and Peter houseman field would be useful

More bygone Oakley, history and photos.

Sport reports from local children's teams

More from local youth sport teams e.g. Oakley fc. More features, and interviews with local people. I enjoy the history too and more info about local walks

A digest of events for the month that crosses over / shares messages with the weekly Oakley Community message so as to have more stuff of relevance to young families.

Updates from other schools that Oakley children attend besides Testbourne and Cranbourne, e.g. Brighton Hill.

Actual sport! Rambling is not a sport. We have very active football and cricket teams that would I'm sure love a mention.

More from other local businesses e.g. interviews with the owners of the shops on Meon Rd, who could do with the press.

Update the design, looks dated and basic. Invest in using a design company (if possible).

Decrease the number of pages and perhaps resize as A5, use lighter gsm paper

Too many adverts (although appreciate this pays for the print)

Ensure all ads are high res designs.

Walking route and wildlife spotted in area. Page for kids. Colouring in or things to do.

Could we have some stories from long term residents, or about the councillors and why they stood. Information about people that you see so you can put faces to names and get to know them a little better.

Maybe a Send in your Memories about.... page so those of us that haven't lived here long get to learn the recent history of the village and why things are as they are now.

A crossword puzzle is a desirable addition... not too easy, not too hard, please.

Might be useful to add to the environment/conservation section with useful tips and contacts. Ideas for at home and also the community at large.

Making Link available on line with linkages to relevant documents etc, eg planning applications