

# SURVEY RESULTS

## Find out more about *Have a Go News* readers...



Every two years we ask our readers to complete a survey on their lives, habits and readership of *Have a Go News*. 455 people took part in the 2022 survey, either completing on line or filling in the survey from the newspaper and posting back to us. It's a great sample of the readership and allows advertisers a snapshot of *Have a Go News* large readership. This survey was completed in September 2022.



### Demographics

<b>64%</b>	Female
<b>35.5%</b>	Male
<b>0.5%</b>	Gender Neutral

### Age Range

<b>4.5%</b>	35-45
<b>12%</b>	55-64
<b>35%</b>	65-74
<b>40%</b>	75-84
<b>8.5%</b>	85+



### Relationships

<b>51.1%</b>	readers are married or defacto
<b>26%</b>	single
<b>22.9%</b>	widowed

### Work or retired

<b>69.5%</b>	readers are retired
<b>19.15%</b>	readers are still working
<b>2%</b>	unemployed
<b>9.35%</b>	volunteer

### How do they feel about retirement?

<b>8.5%</b>	Already there and not enjoying it
<b>64.5%</b>	Already there and loving it
<b>3%</b>	Counting down the days
<b>7%</b>	Happy to retire when the day comes
<b>1.5%</b>	Nervous
<b>2.5%</b>	No plan to retire
<b>13%</b>	Would like to work part time

### For those who are retired - they are...

<b>30%</b>	Self funded
<b>25.5%</b>	Part pension
<b>44.5%</b>	Pension
<b>55.5%</b>	of our retired readers have fully or partly funded their retirement.

### Have they created a retirement plan for budgeting, finances and income strategies?

<b>65.5%</b>	Yes
<b>34.5%</b>	No



## Facts about the newspaper!

**2.6 people**  
people read each copy of *Have a Go News*

### How long do they keep each issue?

<b>13.5%</b>	keep for less than a week
<b>22%</b>	keep for a week
<b>30%</b>	keep for two weeks
<b>13%</b>	keep for three weeks
<b>22%</b>	keep for four weeks or more

**65%**

of readers keep the paper for more than two weeks...

**99.15%**

of readers would recommend *Have a Go News* to a friend as a good source of information

### How often do they refer back to the paper each month?

<b>30.5%</b>	regularly refer back each month
<b>61%</b>	sometimes refer back
<b>6.5%</b>	rarely refer back
<b>2%</b>	never refer back

**91.5%**

of people refer back to the newspaper after their first read!



### We asked readers are they more likely to respond to advertisements in print or digital?

<b>92.5%</b>	respond to print
<b>7.5%</b>	respond to digital

### Response to advertising...we ask readers whether they respond to companies and services which advertise in *Have a Go News*

<b>52.65%</b>	regularly respond to adverts
<b>38.11%</b>	sometimes respond to adverts
<b>9.24%</b>	have never used one of the paper's advertisers

**90.76%**

of *Have a Go News* readers use the paper's advertisers

### What type of advertisements get readers attention?

<b>11.66%</b>	Call to action
<b>56%</b>	Educational/Informative
<b>9.2%</b>	Subtle delivery of messages in pretty advertisements
<b>72.95%</b>	Product and services descriptions
<b>9%</b>	Brand reminders

### We asked our readers what sort of advertisements would spark their interest if they were advertised in *Have a Go News*

<b>Supermarkets 44.15%</b>
<b>Health 72.93%</b>
<b>Medical devices 37.32%</b>
<b>Government Messages 58.54%</b>
<b>Cars 13.9%</b>
<b>Food 47.56%</b>



## Digital Advertising

<b>7.13%</b>	readers respond to digital advertising
<b>58.57%</b>	do not respond to digital advertising
<b>34.30%</b>	sometimes respond to digital advertising



## Travel

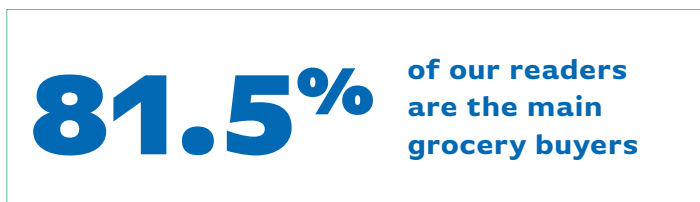
<b>84.44%</b>	of readers say that the stories featured in Let's Go Travelling provide them with holiday inspiration.
<b>74.89%</b>	of readers intend to travel in the next 12 months



## Biggest purchase in the next 12 months

<b>63.25%</b>	Holidays
<b>20.05%</b>	White Goods

## Main Grocery Buyers



Apart from *Have a Go News* what other newspapers are they reading?

<b>Monday to Friday The West 38.33%</b>
<b>Saturday - The West 62.9%</b>
<b>The Sunday Times 49.63%</b>
<b>The Post 14.74%</b>
<b>Perth Now 48.16%</b>
<b>Other Community Newspapers 56.27%</b>

## Cars



with 10.56% per cent planning to buy a new car in the next 12 months!

## Downsizing



## Health and Wellbeing

<b>19.1%</b>	of our readers say their health is excellent
<b>41.35%</b>	say their health is good
<b>34.83%</b>	say their health is average
<b>4.72%</b>	say their health is poor

## Exercise

<b>39.87%</b>	readers exercise daily
<b>27.53%</b>	exercise two or three times per week
<b>4.63%</b>	once per week
<b>5.73%</b>	a few times a month
<b>14.10%</b>	when they can
<b>8.15%</b>	rarely

Do readers feel that the state government addresses the needs of the mature demographic well?

<b>36.59%</b>	Yes
<b>63.41%</b>	No

Do readers feel that the federal government addresses the needs of the mature demographic well?

<b>30.14%</b>	Yes
<b>69.86%</b>	No

Do our readers feel respected by mainstream media?

<b>46.995%</b>	Yes
<b>53.05%</b>	No