

Communications and Media Use Survey 2023 Erb Foundation/Detroit Cohort

Takeaways from Study Session, August 30, 2023

Shared Google Doc

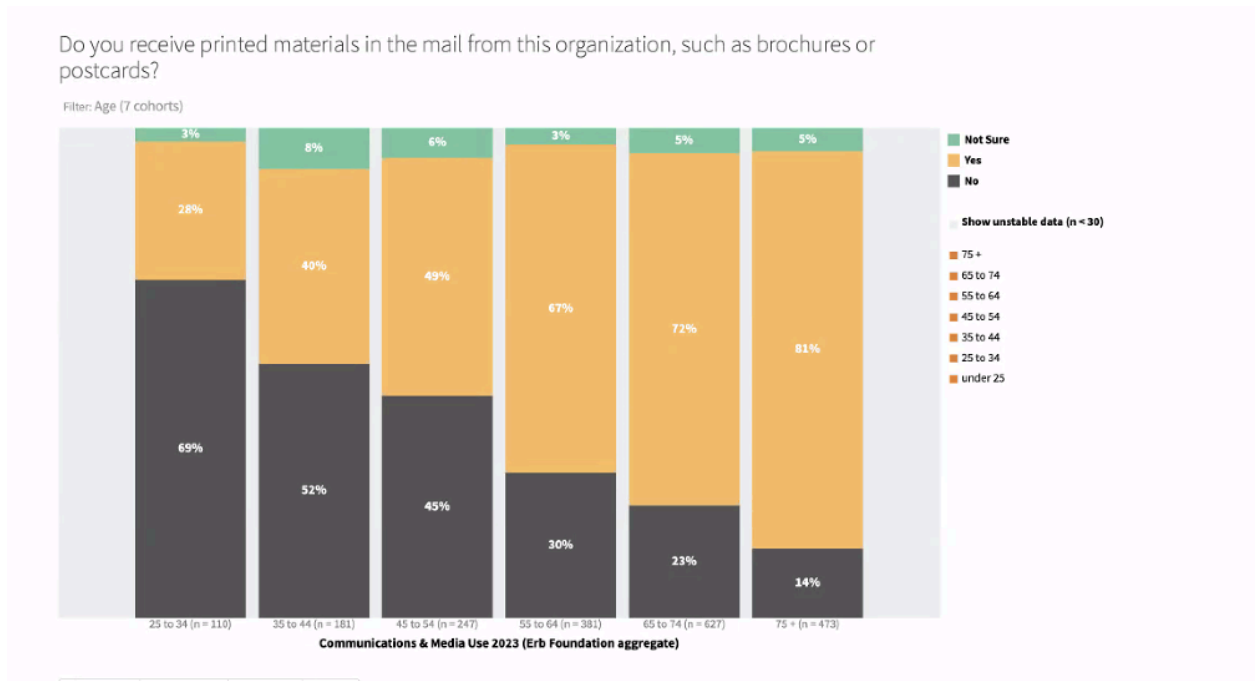
Breakout/Topic 1: Printed Collateral

Instructions: Focus on the “Communication Preferences” report in the dashboard. Initially, look only at the Cohort Aggregate, and apply various filters to answer the question, “Who gets printed materials in the mail...?” (e.g., filter by Age-7 cohorts, bond, etc.) Similarly, what patterns do you observe in terms of “...what do you do when you receive our printed material in the mail?” and preference for printed vs. digital materials? What is the overall outlook for print collateral? If you have time, look at the questions about email, SMS and word of mouth, and see what you can observe in terms of patterns (e.g., filter by Age-7 cohorts, bond).

Takeaway Observations:

- Did you receive printed materials in the mail from this organization (brochures/postcards)? – Older folks dramatically receive more in the mail. Perhaps it's that they are aware / notice that they received it. Perhaps younger folks actually don't get your mail. Perhaps older folks are more likely to sign up to receive mail, and give their

address.

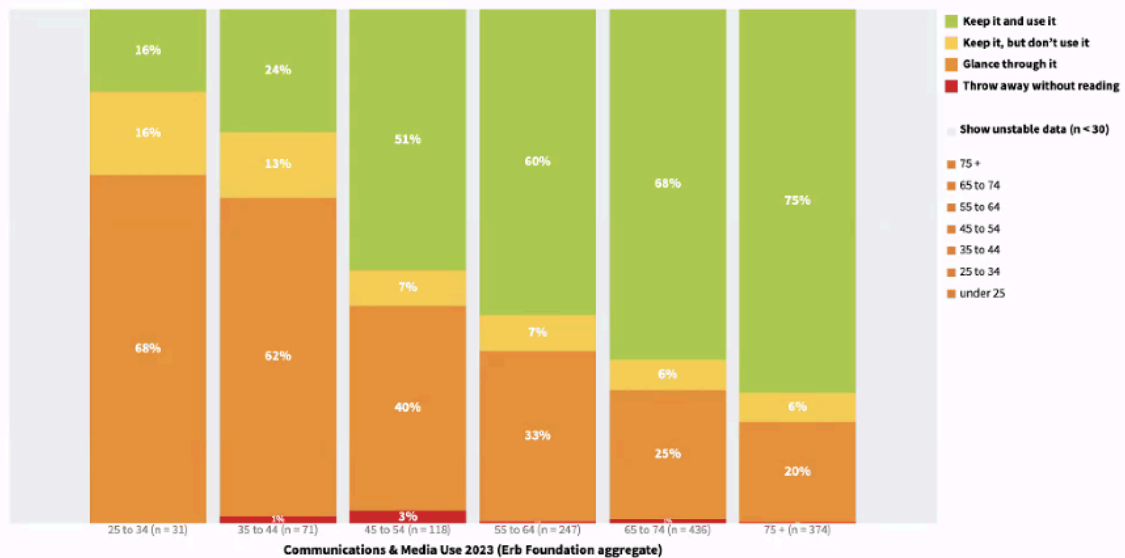


- Larger organizations are also the ones that skew in this direction. Some organizations only do 1-2 paper mailings a year - and it's much smaller than the email list (it's expensive).
- What do people do with the printed material in the mail? (only asked of subset who say yes, they got it). Most say they are not throwing away without reading, but many do glance through and then toss. Over 65 audiences seem to like physical piece in hands, and use it, but a generational shift is going on.

Typically, what do you do when you receive our printed material in the mail?

Asked of respondents who indicated that they receive mail from this organization

Filter: Age (7 cohorts)

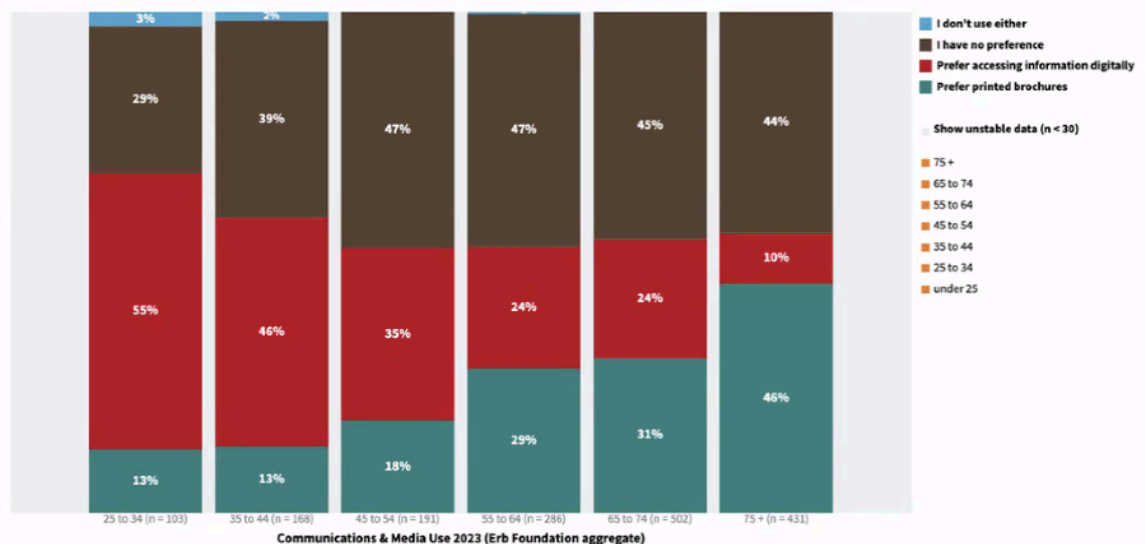


- A parallel with this and newspapers?
- Preference for printed among older folks, younger folks prefer digital. If these trends continue, there will be a shift towards digital.

Which of the following statements best reflects your feelings about receiving printed brochures from arts and cultural organizations in the mail?

This question was optional (aggregate results may be affected)

Filter: Age (7 cohorts)

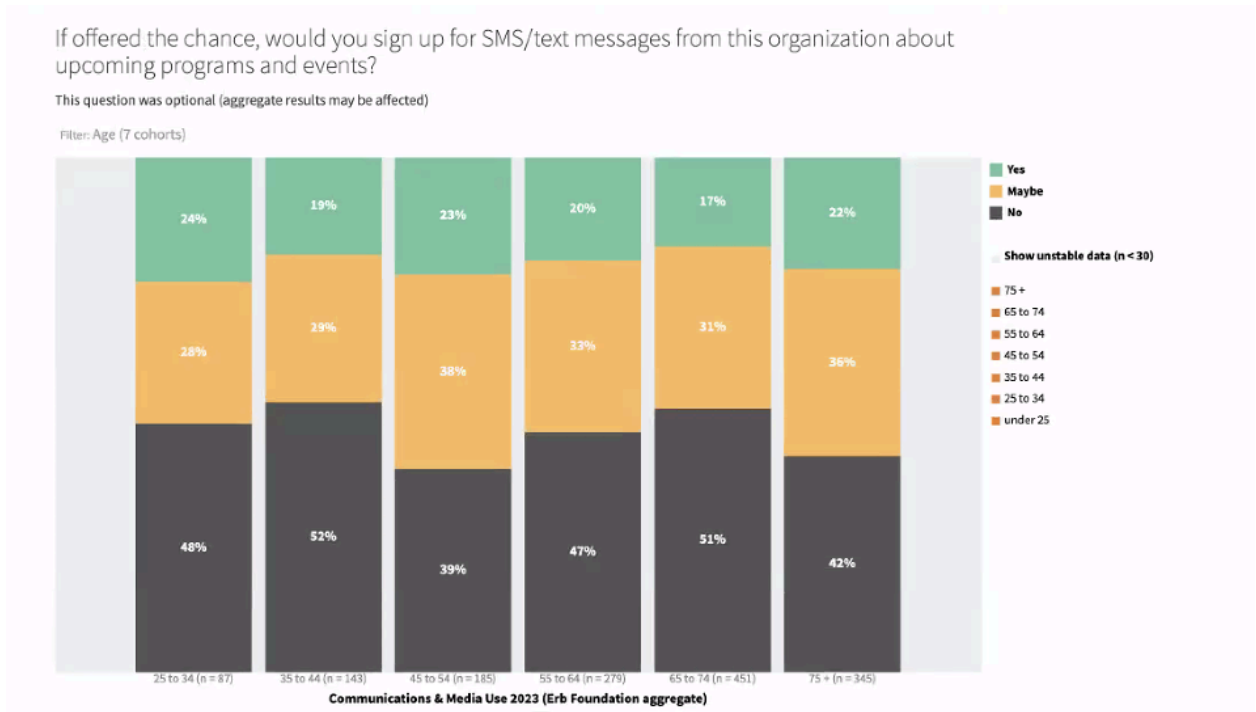


- Do printed program booklets help people remember their experiences? Are booklets a symbolic item?
- Everyone on this survey received email - so there is a bias, but again generational shift is visible, and older people read email more frequently than younger people. Practically,

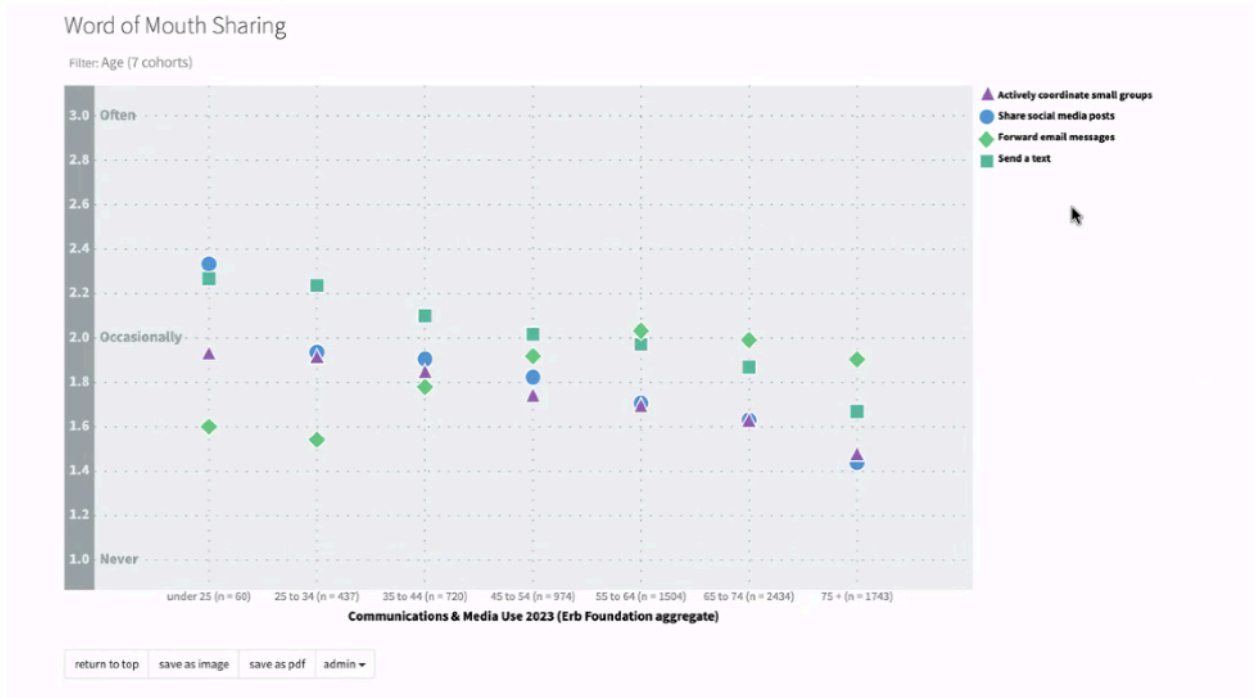
this might mean that if you know age of people in your database, you would know who reads email / experiment with subject lines / text message etc.



- Older and younger people are equally supportive of signing up for SMS - however, there is a bit of a lack of clarity as far as whether these are for upcoming purchased programs or more advertisements



- Sharing social media posts is age driven, as is actively coordinating small groups



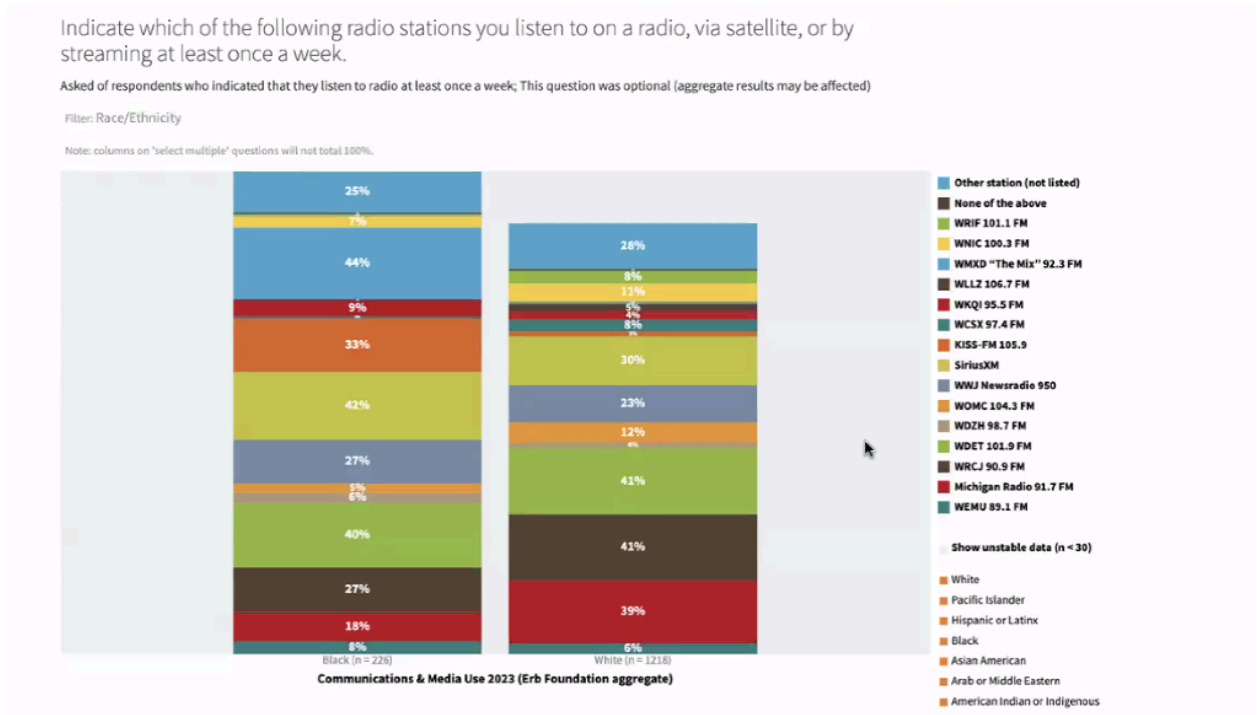
Breakout/Topic 2: Radio and Television

Instructions: Focus on the “Radio and Television” report in the dashboard. Initially, look only at the Cohort Aggregate, and examine the two basic questions, “Do you listen to any AM or FM radio stations in your home area at least once a week?” and “Do you watch any local television stations at least once a week?” Try out different filters to see what patterns you can observe in terms of who listens to local radio and who watches local TV. Now, explore the specific radio and TV media sources Detroit audiences consume. Apply the age filter (4 cohorts) to see patterns in radio and TV consumption by age. Based on what you learn, in what situations would you advertise on radio or TV?

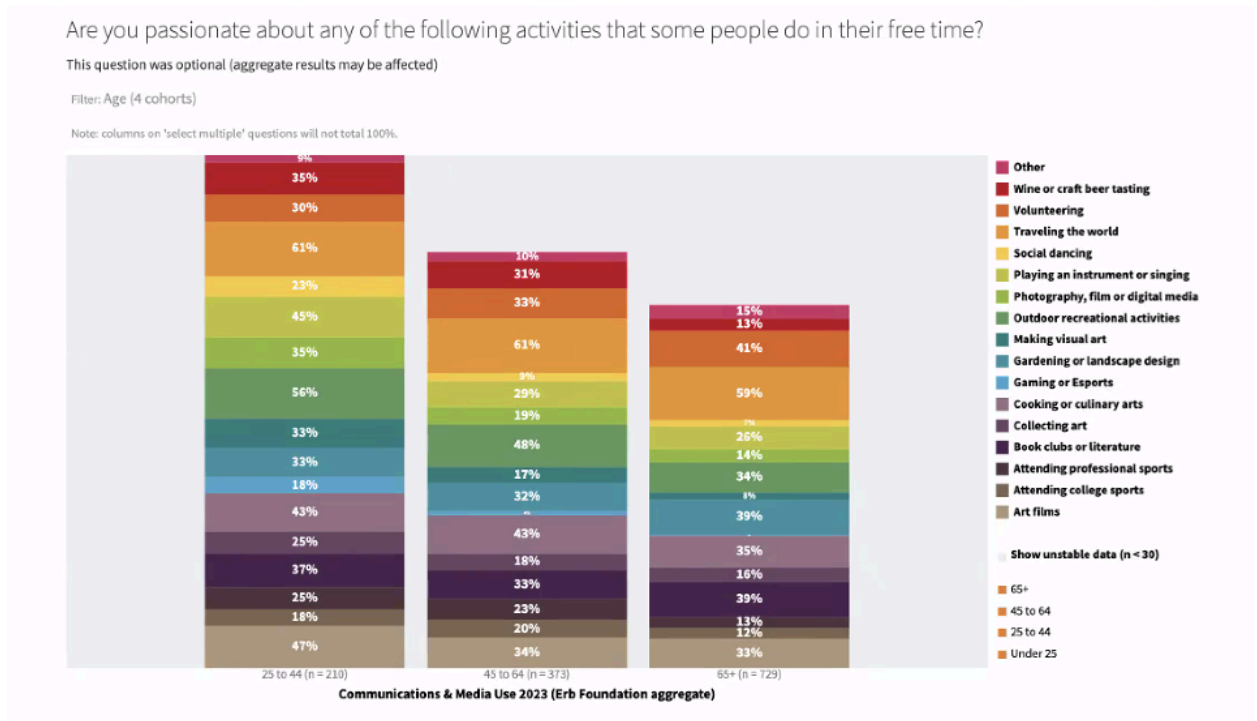
Takeaway Observations:

- Looking at aggregated results with age filter. Most people are listening to some radio, but higher for older folks
- Stations people are listening to are different -
 - WRCJ is older folks by a wide margin, Michigan Radio skews older but less dramatically, WDET is quite consistent across age groups
 - Across age groups there are some consistent groups
- 55 - 64 cohort is highest in listening to any kind of radio

- KISS FM - big difference between Black and White respondents as well as geographic differences



- A whole sector built on subscription - when we do studies of subscribers, they forget why they do it, fell out of habit during pandemic, it's not that they dislike going to the theater but they have more choices of things to do is not going and sitting in dark auditorium



- Younger people are more passionate about wanting to do everything - not that younger people aren't looking for experiences, they are!

Breakout/Topic 3: Newspapers and Magazines

Instructions: Focus on the “Newspapers and Magazines” report in the dashboard. Initially, look only at the Cohort Aggregate, and examine the two basic questions, “Do you get news from any newspapers online, via an app, or in hard copy at least once a week?” and “Do you read any magazines online, via an app, or in hard copy at least once a week?” Try out different filters to see what patterns you can observe in terms of who accesses newspapers and magazines. Who gets home delivery of newspapers? Now, explore the specific newspapers and magazines Detroit audiences consume, and on which platforms. What is the mix of national vs. local newspapers? Apply the age filter (4 cohorts) to see patterns by age. Based on what you learn, in what situations would you advertise in newspapers or magazines?

Takeaway Observations:

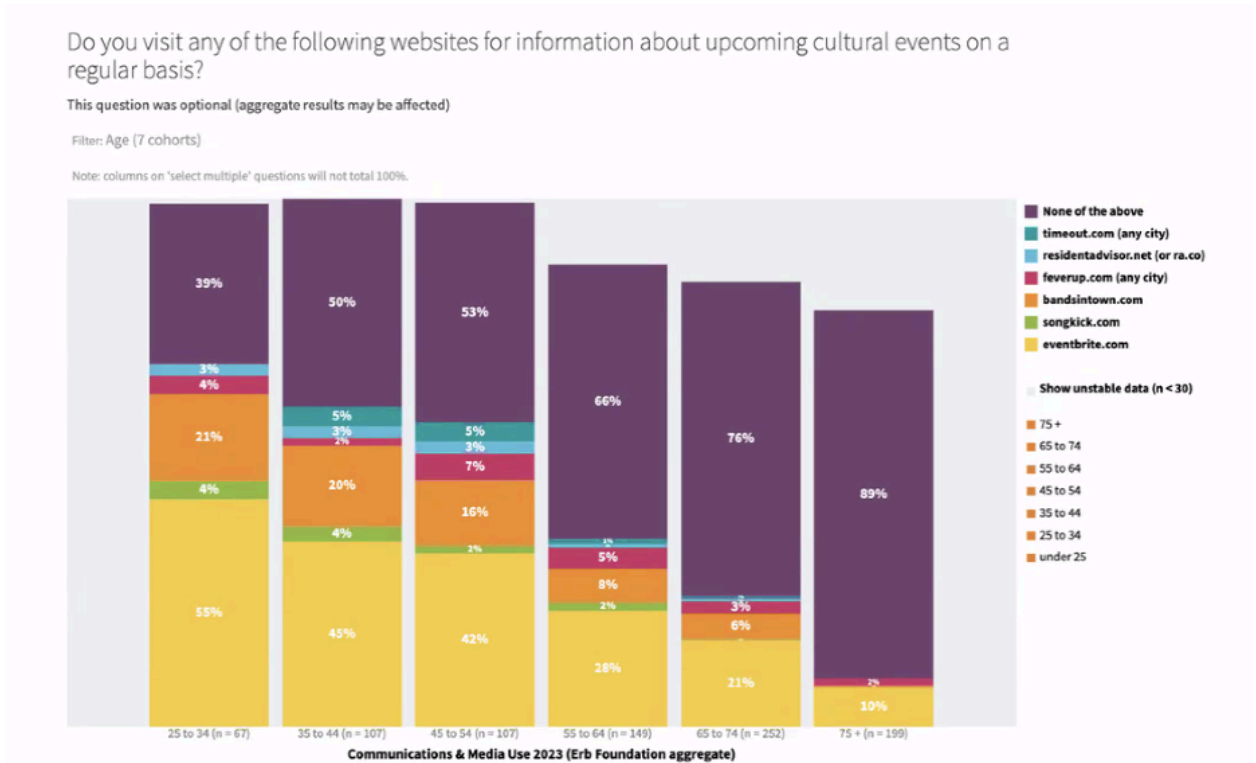
- Ran out of time - you'll need to look yourself. Same pattern as above with age and consumption of print media.

Breakout/Topic 4: Digital Media

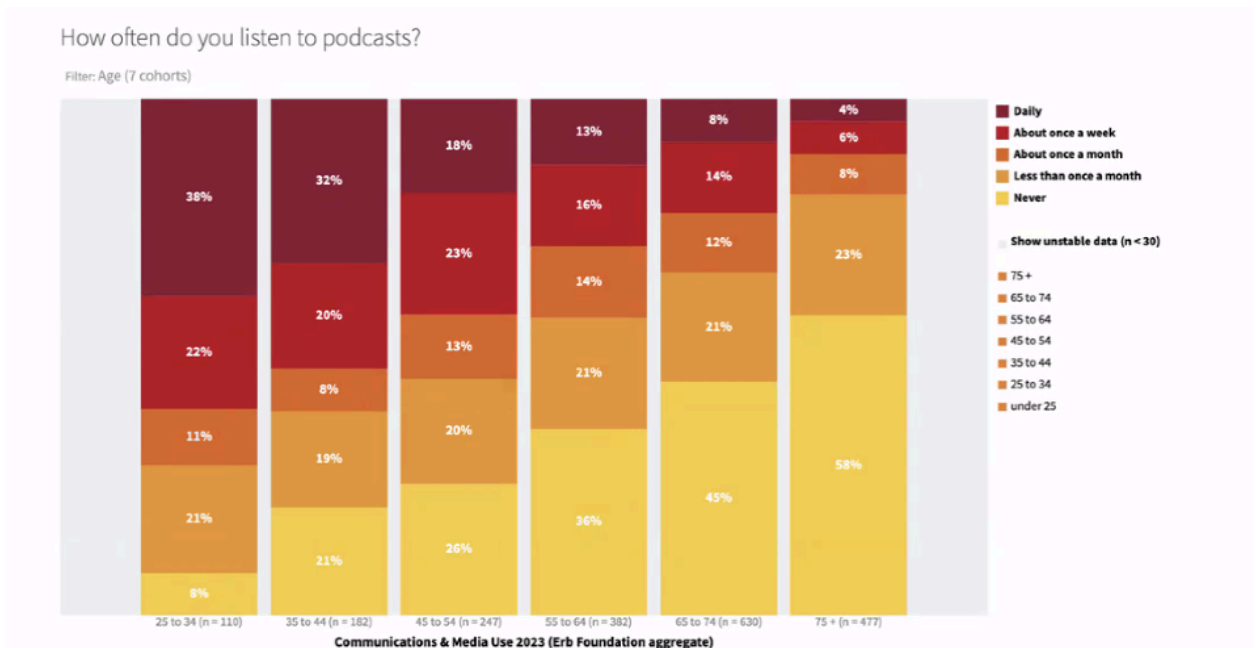
Instructions: Focus on the “Digital” report in the dashboard. Initially, look only at the Cohort Aggregate, and examine the questions about use of nat'l calendar websites, sources of broadcast news, use of podcasts, and use of music streaming services. Filter by Age-7 Cohorts, race, etc. to see what patterns you can find in terms of who uses these digital media. What are your findings in terms of local calendar websites? Any surprises?

Takeaway Observations:

- Way higher for younger people (especially Eventbrite)



- Calendar websites - specific info - metro times is dominant for 35-55, and clickondetroit skews younger, freepress is also high across age cohorts, detroit news skews younger
- Broadcast news coverage skews older
- Lots of people younger listening to podcasts once a week



- What topics do people listen to in podcasts - current issues / arts and culture

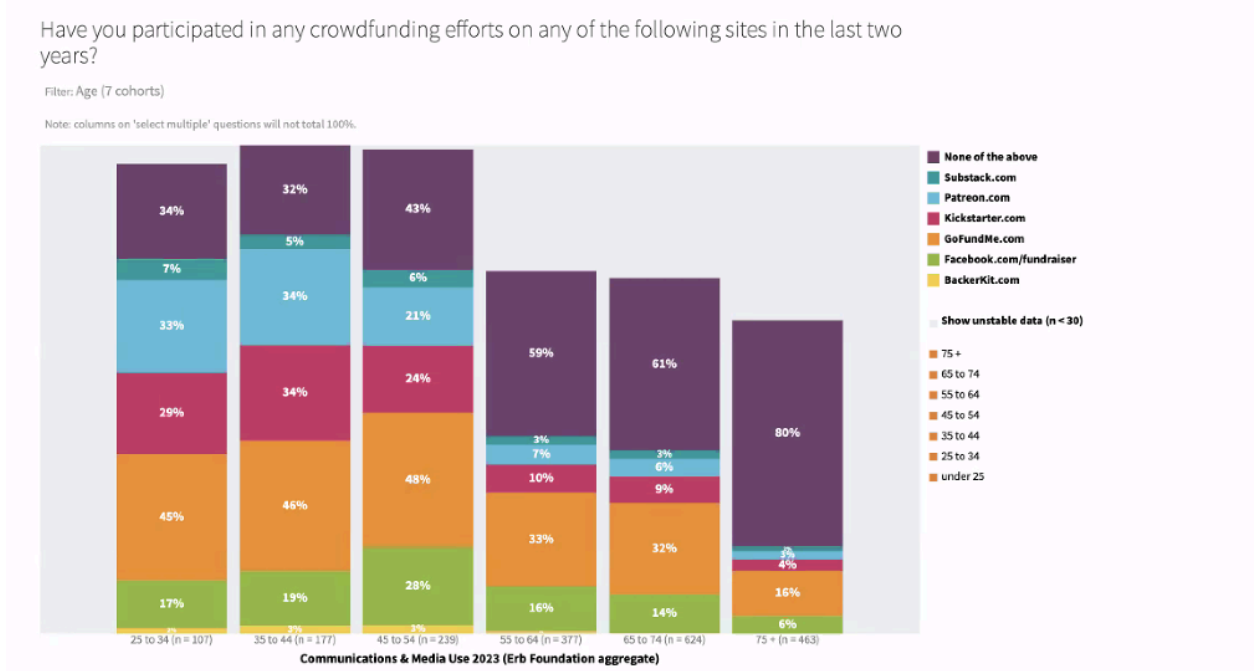
- Entertainment and sports skews younger
- Music streaming is clearly a generational shift
- Not many people are subscribing to national services - MetOpera on Demand etc.

Breakout/Topic 5: Social Media

Instructions: Focus on the “Social Media” report in the dashboard. Initially, look only at the Cohort Aggregate, and apply the “Age-7 Cohorts” filter. Examine all the charts in this report and note the patterns you see for all types of social media. What are some of the patterns you see?

Takeaway Observations:

- Very clear generational shift in adoption of platforms for giving



- Patreon is popular among younger folks (25 - 44)
- A majority of younger participants are using crowdfunding of some sort
- Youtube is pretty dominant
- Instagram has a large skew

- Facebook is pretty consistent, but in some of other data, you do see dropoff of people in FB → frequency high overall, but compared to Instagram, it's very low

