

The future of *Focus/Focus on CDS* Executive Summary of 2008 survey results

1. Introduction

The [Focus/Focus on CDS readers' survey](#) ran from 27/03/08 until 30/04/08. It was available to complete online and a paper copy was sent to approximately 23,000 people on the *Focus* mailing list.

A total of 389 people responded to the survey:

- responded **online** – 72 (18.5%)
- responded **by post** – 317 (81.5%)

2. Results analysis

2.1 Content

- *Focus* and *Focus on CDS* are primarily seen as **news and reference publications**
- **Comment pieces and case studies** are considered **less useful** – although comment pieces from legal aid providers or related bodies would be welcomed
- Many respondents would like to see some **changes to the structure** of the magazine, making it **more targeted** (eg dividing content up into areas of work or adding regional sections)
- Many respondents would also welcome some **additions to the content** (eg adding a forthcoming events guide)
- 115 people would like the magazine to be **more frequent**.

2.2 Two magazines?

- The number of people who only receive *Focus on CDS* is very small (around 10% of the distribution list)
- Most people would prefer the two publications to **remain separate**.

2.3 Frequency

- A more frequent publication (monthly/every other month) is more popular than remaining quarterly:
 - **30%** for maintaining a quarterly schedule
 - **66%** for moving to a more frequent schedule (monthly or every other month)
 - In addition, 113 people (29%) indicated in Q4 that making *Focus/Focus on CDS* more frequent would improve the publications – the 5th most popular option.
- A very small number of people indicated other options for frequency, but not enough to influence the decision.

2.4 Using the magazine

- Most people (68%) only read the bits of the magazine **relevant to their work**.

- The magazine is clearly **viewed as useful**, whether read in full or in part:
 - 75% of respondents sometimes or always pass the magazine on to others to read
 - 72% of respondents refer to back issues.

2.5 Moving online

- a large number of respondents (242) will probably **still print out** some or part of the magazine
- a large number of respondents (251) will read it on screen either before they print, or instead of printing
- a smaller number of respondents (75) will only use the magazine as a print out
- 63 respondents are not sure yet how they will use the online magazine.

3. Other comments

43 people responded to the questions asking for other comments about *Focus/Focus on CDS*.

Several people made the same sort of comments, which were:

- don't make it online
- *Focus* is a waste of money
- send email alerts when a new one is published
- less propaganda