

# Results Summary

## 2017 Active Voice Survey



EDITORS  
RÉVISEURS  
CANADA



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RÉVISEURS  
CANADA

Editors Canada

Summary report of data from the 2017 Active Voice survey of the membership. Errors and omissions excluded. Additional data may be available: contact [ed@ausu.org](mailto:ed@ausu.org) for information. Survey and report are © AUSU, 2014.

## Study Purpose

The ad hoc Active Voice review committee was formed in early 2017 to investigate whether the magazine should continue being published, and if so, if the current format and content are serving member needs.

An initial teleconference and brainstorming session provided many ideas for future directions for an Editors Canada publication. The committee agreed that member input was also needed, and that an online survey was the best mechanism to obtain this feedback. In March, the committee drafted and reviewed a survey for this purpose.

The 14-question Active Voice survey was delivered to active Editors Canada members on April 11, 2017. It was distributed via a newsletter with a link to the survey on the Survey Monkey platform and questions were offered in both French and English. All questions were asked for all members but skipping write-in responses was permitted. The survey closed on May 1.

In total, 164 members responded (~13% of the membership).

Respondents were advised that the survey would take about ten minutes, and comprise questions about the format of the magazine. A follow-up survey regarding Active Voice content was promised for a later date. The text of the invitation read as follows:

*We'd like to find out your views on our national magazine, Active Voice.*

*The magazine is published once a year; subscribers have the choice of a printed or electronic copy (or both). Given the changes in technology and reading habits in recent years, we'd like to explore various options with you.*

*This survey will focus on the format of the magazine. (We'll send another survey about the type and breadth of content at a later date.)*

We have included summaries of the write-in questions, and the complete results of the multiple choice questions. We have also summarized member suggestions and queries.

## Executive Summary

This is a report on a survey of Editors Canada members on what they think should be the future of Active Voice. The survey was conducted to guide a review committee tasked with making recommendations about the newsletter.

While the response to the online survey was low (slightly under 13 percent), the results are useful because of the respondents' experience. Of the 164 who filled out the questionnaire, 36 had been EC members for 5 to 9 years and, more significantly, 60 had been members for more than 10 years.

The results have further value because of the high number of respondents (almost 90 percent) who said they read Active Voice. Such members have greater credibility when their opinions are considered. At the same time it was not lost on the committee that regular reading of Active Voice likely inspired these members to take the survey.

Therefore, given their acquaintance with the newsletter, the respondents' views on its purpose merit close attention. Unsurprisingly most saw it primarily as an information source and education tool. Of the 10 percent of respondents who said they did not read Active Voice almost a quarter blamed content that was neither relevant nor interesting.

Because this exercise is about the future of Active Voice, both its content and format are under review. One idea is having it co-operate with existing electronic publications, such as The Editors' Weekly, to source content. An overwhelming 87 percent of respondents liked this idea. As for its format, dropping the costly print version and distributing only electronic ones has been considered. But almost half of the respondents felt the printing and mailing expense is worthwhile and 90 percent favour accepting advertising to help meet these costs. Also, support was high (almost 80 per cent) for publishing the newsletter more than once a year.

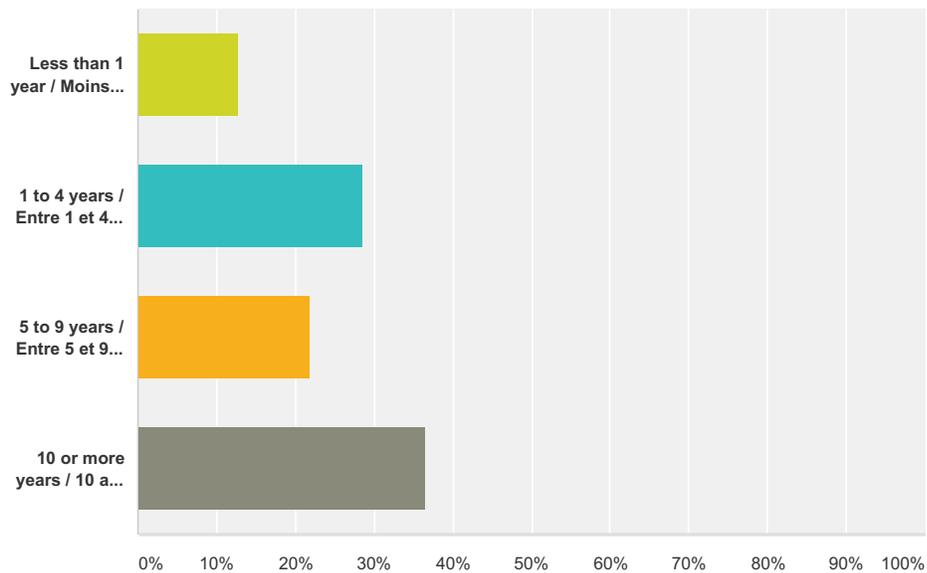
Active Voice is already published simultaneously in PDF and a web version has also been proposed. But even with these temptations, the print diehards stuck with their preference. What appears to be a factor is that print offers an opportunity (if only for a few minutes now and then) to quit that overbearing computer where we all toil.

A typical comment: "If it was only online I would stop reading as I work on a computer all day and it feels like work. Also, I see online articles all day and having a print copy feels different and of more value."

# Results

## Q1 How long have you been a member of Editors Canada? Depuis combien de temps êtes-vous membre de Réviseurs Canada ?

Answered: 164 Skipped: 0

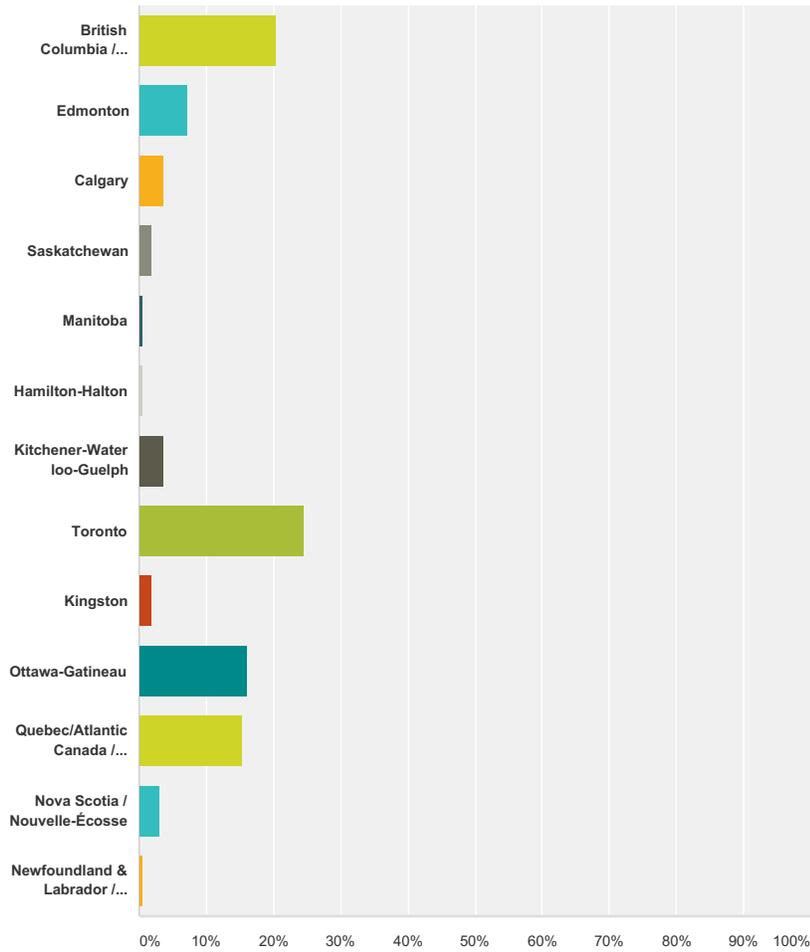


Answer Choices	Responses	Count
Less than 1 year / Moins d'un an	12.80%	21
1 to 4 years / Entre 1 et 4 ans	28.66%	47
5 to 9 years / Entre 5 et 9 ans	21.95%	36
10 or more years / 10 ans ou plus	36.59%	60
<b>Total</b>		<b>164</b>

Active Voice went to one issue per year in 2012.

## Q2 Which branch or twig do you belong to? À quelle section ou ramification appartenez-vous ?

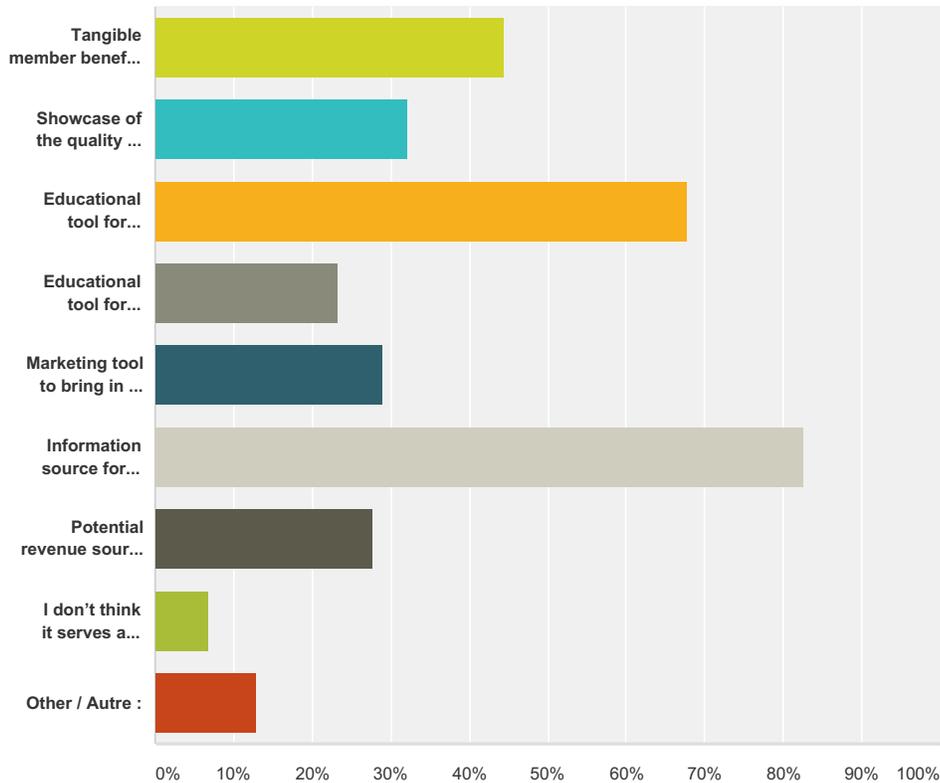
Answered: 162 Skipped: 2



Answer Choices	Responses	
British Columbia / Colombie-Britannique	20.37%	33
Edmonton	7.41%	12
Calgary	3.70%	6
Saskatchewan	1.85%	3
Manitoba	0.62%	1
Hamilton-Halton	0.62%	1
Kitchener-Waterloo-Guelph	3.70%	6
Toronto	24.69%	40
Kingston	1.85%	3
Ottawa-Gatineau	16.05%	26
Quebec/Atlantic Canada / Québec-Atlantique	15.43%	25
Nova Scotia / Nouvelle-Écosse	3.09%	5
Newfoundland & Labrador / Terre-Neuve-et-Labrador	0.62%	1
<b>Total</b>		<b>162</b>

**Q3 What purpose does Active Voice serve, in your opinion? (Check all those that apply.)** Selon vous, quelle est l'utilité de Voix active ? (Cochez toutes les cases nécessaires.)

Answered: 162 Skipped: 2



Answer Choices	Responses
Tangible member benefit / Avantage tangible pour les membres	44.44% 72
Showcase of the quality of publications produced by Canadian editors / Vitrine montrant la qualité des publications produites par les réviseurs canadiens	32.10% 52
Educational tool for editors / Outil d'éducation pour les réviseurs	67.90% 110
Educational tool for non-editors to help them understand the craft / Outil d'éducation pour aider les non-réviseurs à comprendre le métier	23.46% 38
Marketing tool to bring in new members / Outil de marketing pour attirer de nouveaux membres	29.01% 47
Information source for members / Source d'information pour les membres	82.72% 134
Potential revenue source for advertising / Source potentielle de revenus pour la publicité	27.78% 45
I don't think it serves a purpose / Je ne pense pas que Voix active ait d'objectif précis.	6.79% 11
Other / Autre :	12.96% 21
<b>Total Respondents: 162</b>	

# Summary of Q3 write-ins

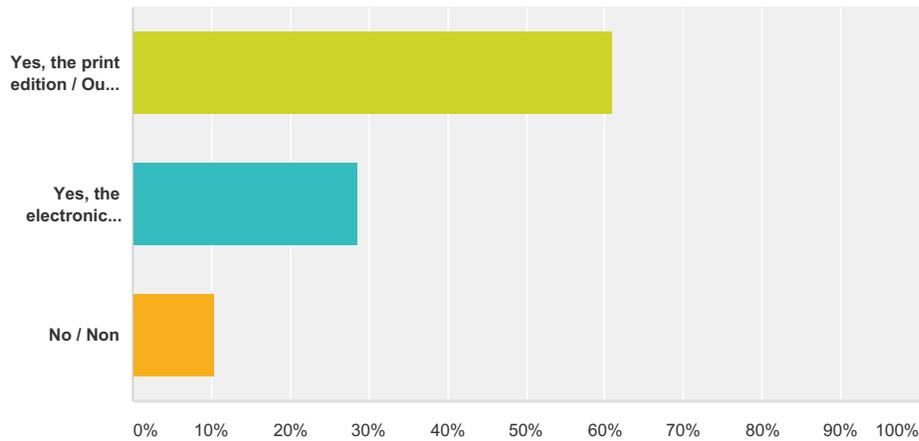
## 1. OTHER Active Voice purposes

**All comments summarized except where in quotation marks—full text available.**

- It keeps me informed of issues (/people/new tools/etc.) that I need to be aware of as an editor, esp when I don't go to the conference, or at times when I don't check my email too often.
  - It has potential but currently doesn't serve any of the listed purposes.
  - Ça semble être une publication fort utile. Cependant, je ne l'avais jamais reçue.
  - I haven't seen a copy [yet] (4).
  - Sharing editorial expertise.
  - All could apply but until now AV has been a waste of time.
  - Something interesting and stimulating to read.
  - I would have picked "educational tool for non-editors" and "marketing tool to bring in new members" if I ever saw copies available for our branch events in BC.
  - It could be educational for non editors, but at this time doesn't have any content that fits the bill.
  - Reconnaissance professionnelle par les pairs
- (lorsqu'on participe à une édition de Active Voice en écrivant un article, en révisant ou en traduisant. Donne de la visibilité au contributeurs et contributrices.
- Source of news about organization members.
  - Keeping members aware of what's going on in branches and twigs
  - Showcases topics related to Canada's official languages
  - It keeps me in touch with other editors because I work from home. I enjoy reading about editors who do other types of work.
  - Corporate history (record of awards, notes from conferences and major events).

## Q4 Do you read Active Voice? Lisez-vous Voix active ?

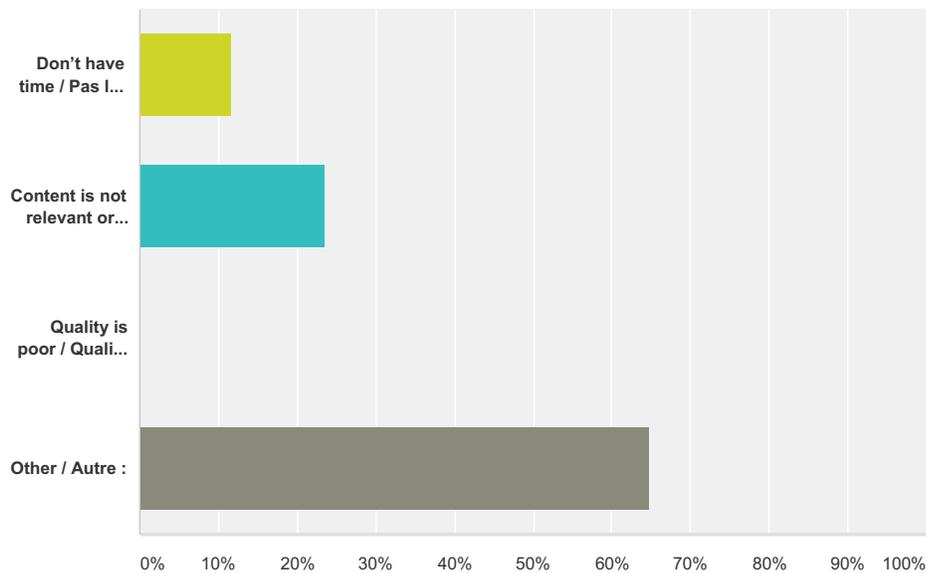
Answered: 164 Skipped: 0



Answer Choices	Responses	Count
Yes, the print edition / Oui, la version imprimée	60.98%	100
Yes, the electronic edition (PDF) / Oui, la version électronique (PDF)	28.66%	47
No / Non	10.37%	17
<b>Total</b>		<b>164</b>

## Q5 If you don't read Active Voice, why not? Pourquoi ne lisez-vous pas Voix active ?

Answered: 17 Skipped: 147



Answer Choices	Responses	Count
Don't have time / Pas le temps	11.76%	2
Content is not relevant or interesting / Contenu ni pertinent ni intéressant	23.53%	4
Quality is poor / Qualité médiocre	0.00%	0
Other / Autre :	64.71%	11
<b>Total</b>		<b>17</b>

# Summary of Q5 write-ins

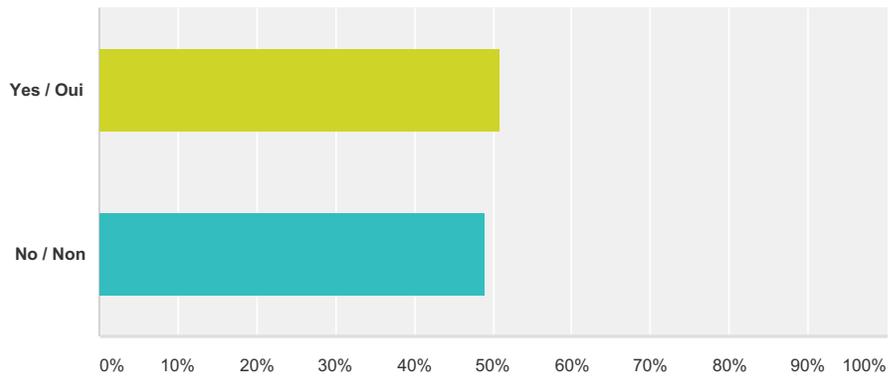
## 1. Why I do not read it

*All comments summarized except where in quotation marks -- full text available.*

- Haven't seen/heard of it (6). Two said they were very new members.
- I tend to default to the digital EC materials.
- Do I get notices that the new one is online? I can't remember seeing notices.
- I find the communications from Editors Canada and Editors BC a little bit confusing - I haven't figured it all out yet.
- As a new student affiliate member, I'm just learning about it
- I honestly don't know. I just never get around to it.
- The main reason is I don't have time. The other reason is I don't see too much value in the content, i.e., it's not content that I can't find elsewhere (on the blogs, for example).
- E-blasts more timely, quicker to read.

**Q6 Do you keep the magazine after you have read it? Conservez-vous le magazine une fois que vous l'avez lu ?**

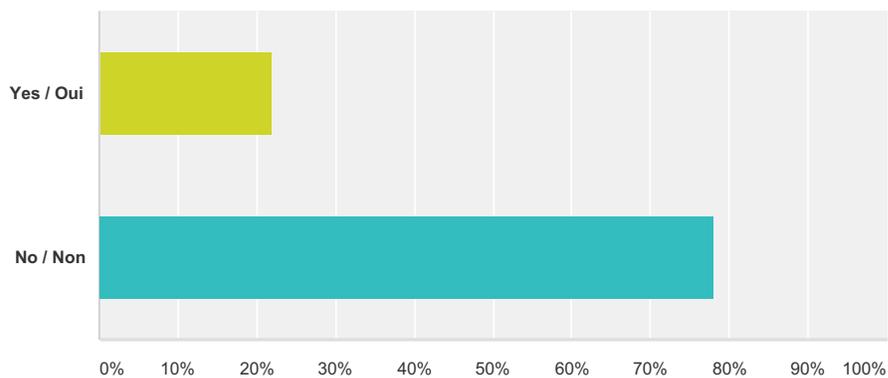
Answered: 147 Skipped: 17



Answer Choices	Responses	
Yes / Oui	51.02%	75
No / Non	48.98%	72
<b>Total</b>		<b>147</b>

**Q7 Have you ever shared your copy of Active Voice with a non-member or a client? Avez-vous déjà prêté votre exemplaire de Voix active à un non-membre ou à un client ?**

Answered: 159 Skipped: 5

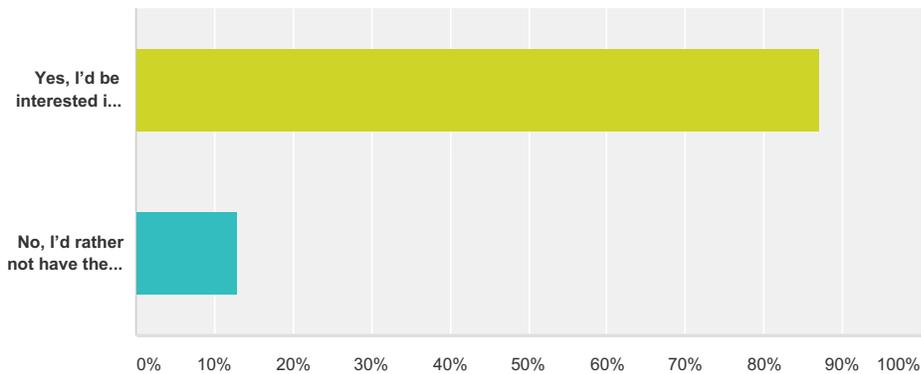


Answer Choices	Responses	
Yes / Oui	22.01%	35
No / Non	77.99%	124
<b>Total</b>		<b>159</b>

**Q8 Would you be interested in having these existing electronic publications cooperate and coordinate their efforts in some way to create content for Active Voice, given that currently, most members likely see only The Editors' Weekly and a blog from their own branch or twig (if one is available)?**

**Aimeriez-vous que ces publications électroniques en activité collaborent d'une manière ou d'une autre à la création de contenu pour Voix active, sachant qu'en ce moment, la plupart des membres ne voient que L'Hebdomadaire des réviseurs et la publication de leur propre section ou ramification, quand elle existe ?**

Answered: 154 Skipped: 10

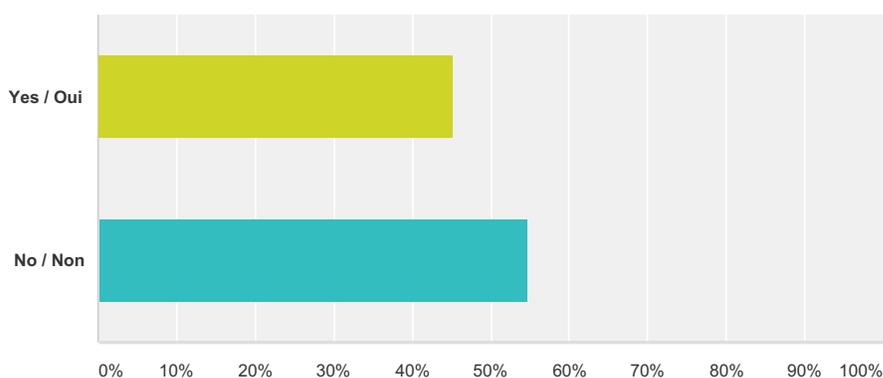


Answer Choices	Responses
Yes, I'd be interested in having these publications work together to create content for Active Voice / Oui, j'aimerais que ces publications travaillent de concert pour créer le contenu de Voix active.	87.01% 134
No, I'd rather not have these publications combine efforts in this way / Non, je pense que ce ne serait pas une bonne chose de combiner tous les efforts en ce sens.	12.99% 20
<b>Total</b>	<b>154</b>

**Q9 The cost of producing one print issue of Active Voice is about \$3,000 (this covers printing and mailing; layout and design and all editorial work is done by volunteers).**

**This works out to about 1% of the membership fee. Do you feel that it's worth using our financial resources for a print edition? Le coût de production d'une parution imprimée de Voix active se monte à environ 3 000 \$ (ce qui comprend l'impression ainsi que l'envoi postal, et tout le travail éditorial, la conception graphique et la mise en pages est fait par des bénévoles). Ceci équivaut à environ 1 % des cotisations annuelles. Pensez-vous que cela vaille la peine d'allouer une partie de nos ressources financières à une version imprimée ?**

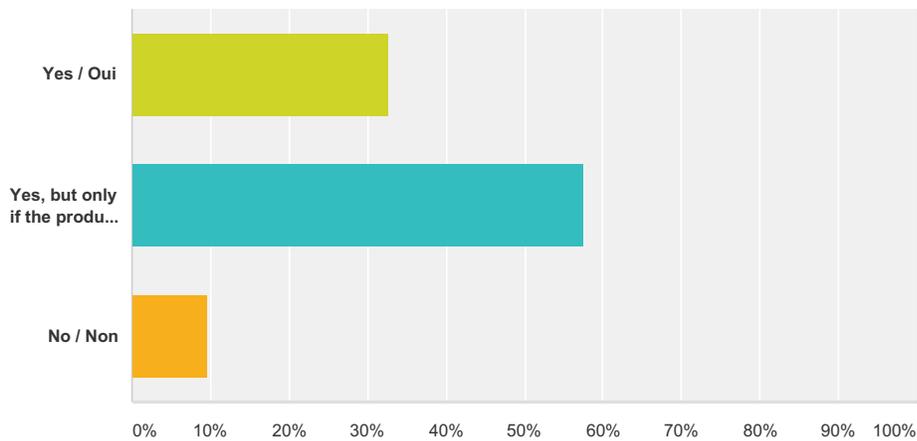
Answered: 157 Skipped: 7



Answer Choices	Responses	
Yes / Oui	45.22%	71
No / Non	54.78%	86
<b>Total</b>		<b>157</b>

**Q10 Some associations allow advertising to offset some of the costs of producing their magazines. Should Active Voice accept ads? Certaines associations utilisent la publicité pour absorber une partie des coûts de production de leurs magazines. Réviseurs Canada devrait-elle faire de même avec Voix active ?**

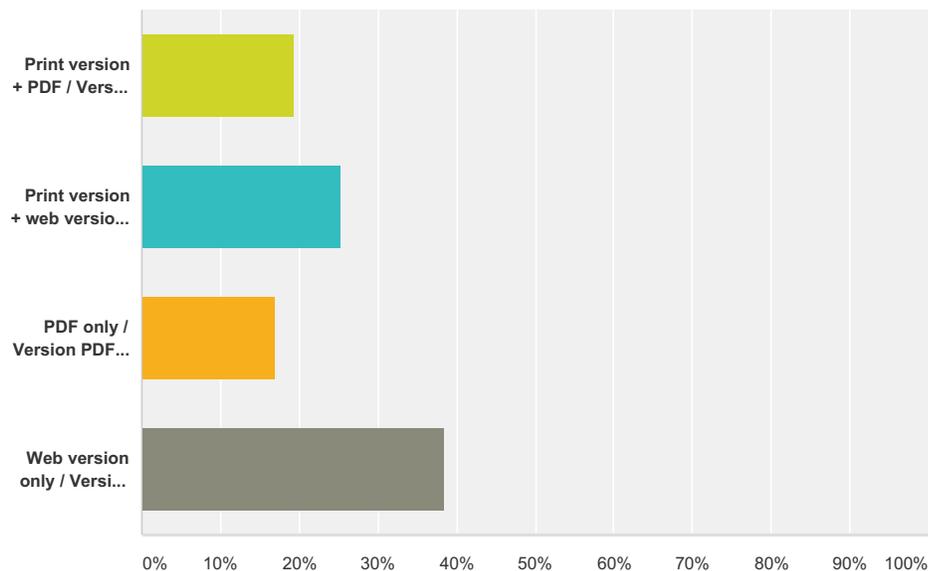
Answered: 156 Skipped: 8



Answer Choices	Responses
Yes / Oui	32.69% 51
Yes, but only if the product or service is related to editing / Oui, mais seulement si le produit ou le service est lié à la révision.	57.69% 90
No / Non	9.62% 15
<b>Total</b>	<b>156</b>

**Q11 Some associations offer a web version of their newsletter or magazine, rather than a print edition or PDF. Having a web version of Active Voice would eliminate the need for traditional layout and design while offering an attractive, professional-looking product that is easily shared via social media. What is your preference when it comes to print, PDF and web versions? Certaines associations proposent une version Web de leur bulletin ou de leur magazine plutôt qu'une version imprimée ou PDF. Une version Web de Voix active éviterait de recourir aux opérations conventionnelles de conception graphique et de mise en pages tout en offrant un produit attrayant au look professionnel, que l'on pourrait facilement partager grâce aux médias sociaux. Quelles solutions préférez-vous entre les versions imprimée, PDF et Web ?**

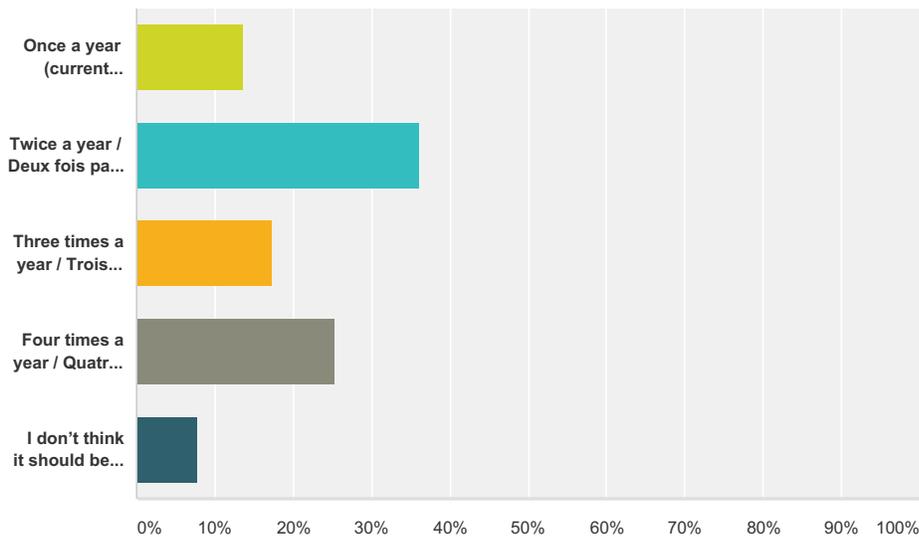
Answered: 154 Skipped: 10



Answer Choices	Responses
Print version + PDF / Version imprimée + version PDF	19.48% 30
Print version + web version / Version imprimée + version Web	25.32% 39
PDF only / Version PDF seulement	16.88% 26
Web version only / Version Web seulement	38.31% 59
<b>Total</b>	<b>154</b>

**Q12 How many times a year would you prefer that Active Voice be published?  
Combien de fois par année souhaitez-vous que Voix active soit publié ?**

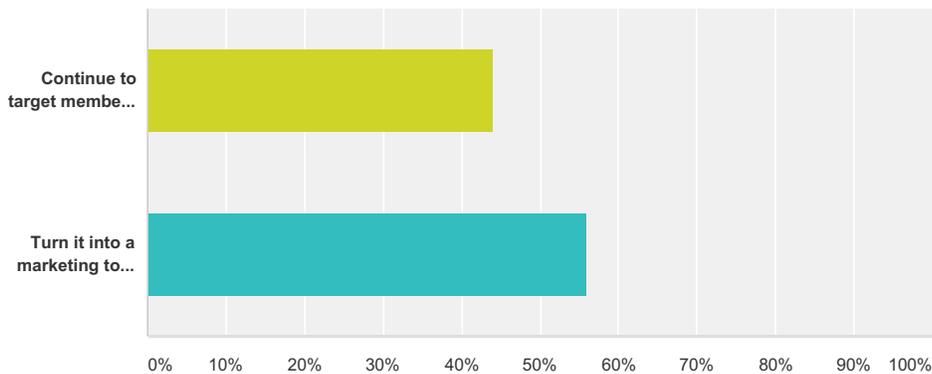
Answered: 155 Skipped: 9



Answer Choices	Responses
Once a year (current publication schedule) / Une fois par an (périodicité actuelle)	13.55% 21
Twice a year / Deux fois par an	36.13% 56
Three times a year / Trois fois par an	17.42% 27
Four times a year / Quatre fois par an	25.16% 39
I don't think it should be published at all / Je pense que Voix active ne devrait pas être publié du tout.	7.74% 12
<b>Total</b>	<b>155</b>

**Q13 Active Voice is distributed mainly to members (not to potential clients, post-secondary institutions that offer editing courses or publishing programs, etc.). Should Editors Canada continue to target Active Voice to members, or should the association turn the magazine into a marketing tool to promote the association beyond the membership? Voix active est principalement distribué aux membres, en excluant les clients potentiels, les établissements postsecondaires qui proposent des formations en révision ou des programmes d'édition, etc. Est-ce que Réviseurs Canada devrait continuer de cibler uniquement les membres ou l'association devrait-elle plutôt convertir son magazine en un outil de marketing destiné à la promouvoir au-delà du cercle des adhérents ?**

Answered: 152 Skipped: 12



Answer Choices	Responses
Continue to target members / Continuer à cibler les membres	44.08% 67
Turn it into a marketing tool / Convertir en un outil de marketing	55.92% 85
<b>Total</b>	<b>152</b>

# Summary of Q14

**Q14 Please share with us any other comments you have about Active Voice: Veuillez partager avec nous vos autres commentaires à propos de Voix active :**

Answered: 61 Skipped: 103

## 1. Format

**All comments summarized except where in quotation marks—full text available.**

**Many like the print edition. Some comments:**

- Likes print and reads each issue cover to cover
- Wishes survey had a “print only” option as s/he spends too much time on the computer already.
- “Please do not make online only,” tired of reading online and want to relax with the magazine.
- Strongly prefers print and says once newsletters go online, “I stop reading them.”
- If it was only online I would stop reading as I work on a computer all day and it feels like work. Also, I see online articles all day and having a print copy feels different and of more value.
- Consider allowing non members to subscribe for a fee to help pay for print.
- Likes print but will accept web-only if it saves significant money or permits more issues
- Web may make more sense, but would probably not go to the site to read it. Reads the hardcopy because it’s on the coffee table as a reminder.
- Would be willing to pay a small amount extra to keep getting paper edition.
- Print version looks good and speaks well for EAC.

**Others like web or PDF (a few wished the survey had a “web and PDF” option):**

- A web version might be more timely than the

print. Also, easier to share on social media.

- Strongly prefers web to save paper, time, volunteer resources. Members can print it themselves. Suggests a high-quality e-mag format. Do not offer too many options for news because it is confusing. Once a year not enough.
- Would be happy with a web edition
- Four more specifically said they would like a PDF version, but some specify they want proper e-magazine layout.

## 2. Tangible benefit

- When other orgs I belong to discontinued their magazines I felt I had lost a tangible benefit.
- AV is last remaining benefit of being a member esp since online content is available to the public. Wants to know what is going on with other editors in Canada and AV is the right tool for this. Would strongly oppose cancellation.
- If print stops, I will not seek it out online so push notifications are essential. Annually is not enough. Focus on timeless pieces and less on what the association is doing as we get that in email.
- Appeal to both freelance and in-house editors.

## 3. Frequency

- Misses getting AV more often.
- Once a year is pointless and too limiting. It makes

AV less timely. Prefers print but recognizes web may be the only option cost wise.

- Once a year, why bother? I forget about it. I see the blogs more often.
- Getting AV hardcopy makes me feel special and I like the useful tips. Wants 3 issues a year even if it does take resources.
- Disappointed it went to 1 a year, should be 2.
- Miss having multiple print issues/ year. PDF works well now but print is better to hand out at events.
- If it stays with once a year, add an online edition so contributors are not waiting so long to be published. Also, it needs original French content, not just translations.

#### 4. Content

- Overall magazine too dry: needs more humour, first person accounts of working with clients.
- Several said content not relevant or interesting
- Do not combine reports and articles in one publication. Consider polished web reports that are archived.
- Stopped reading AV years ago as it was not relevant or useful. Much prefers to read BOLDFACE as it is a better resource for editors.
- Content is not interesting: should delve deeper into professional topics, EC activities, & should allow free small ads for members. Appreciates the magazine but wants it to be more attractive and magazine-like in appearance to attract readers.

#### 5. Purpose

- AV may not be worth the cost, but would be if it were a marketing tool
- AV is likely of interest to editing/publishing students and could be an entrée to membership.
- EAC should allow professors/schools to subscribe

to share with students and build membership.

- AV should be BOTH for members and attractive to outsiders: a marketing tool (5 members said this).
- Several said it should not have been an either/or option (for members vs. for marketing).
- Include info on becoming a member and have material to market editors to potential clients.

#### 5. Other comments

- Writers and contributors should be paid.
- Cost seems low as it is: advertising should not be pursued if it consumes a lot of staff time.
- Several mentioned the survey should have had more n/a options.
- Having a professional publication is essential for the association no matter what the format due to the exposure it provides the contributors.
- Loves the magazine name!
- Use a blog to share member news, and AV for “marketing the industry, our organization, and membership in Editors Canada to non-members, educational institutions, policy makers, potential funders, etc.”
- “Considering we always complain about hanging out a shingle to be an editor, I think marketing it elsewhere would just encourage that ...it needs some editorial guidance and rethinking about purpose and goals.”
- “If a publication like Active Voice is a quality educational and informative document that physically arrives in my mailbox, it makes membership feel a bit more tangible. It also adds value to a membership.”