



What We Learned from the Reader Survey

Many thanks to the more than 250 people who participated in our recent reader survey, providing feedback on how you use the CBP's publications, your perceptions about our work, and your suggestions for improvement. We take your thoughts seriously. Here's some of what we learned:

Most of you were overwhelmingly positive about our publications, praising their clarity, usefulness, and timeliness. We found out that most of you use them frequently to track state budget and policy issues, and occasionally to write speeches and presentations or conduct outreach and advocacy. Generally, you find them evenhanded, while acknowledging our bias toward low- and middle-income Californians. You overwhelmingly praised the CBP's credibility and our ability to present complex information understandably. You generally thought the level of depth in our publications was about right.

Most of you first heard about the CBP by word of mouth, and have followed our work for more than five years. Slightly over half of you have ever attended an event where a CBP staffer was a presenter. But of those of you who have, more than 98 percent rated their presentations as excellent or good. We now know that close to half of you rely on the CBP as a major source for information on budget and policy issues, and turn to the Legislative Analyst's Office nearly as often for similar information. Most of you rely on print media more than radio or television for related information. Many of you like our new website design, but that doesn't necessarily mean you use our website more than you did before.

We heard a chorus of opinions about how you would like to receive our publications. Many urged us to make our publications only available online, in order to save postage and money. Others were adamant about continuing to receive hard copies. Many of you gave us good ideas about topics and issues we should consider writing about in the future. Many wanted to see more publications about housing and children's issues. Some of you encouraged us to do more outreach. Some praised the brevity of our writing, and asked for more executive summaries of our reports. Others requested more details in our email alerts so that you can determine ahead of time if you want to download a publication.

We will be taking all of these suggestions into account as we plan for the future. Even though the survey is over, we always welcome your suggestions, thoughts, and feedback. Please email us at cbp@cbp.org.