

The Cooperator and The New Jersey Cooperator READER SURVEY

Find out more about our readers—your customers—and take advantage of our highly targeted, well-read publications

Prepared by **Accelara Research**, Harrisville, New Hampshire

Background & Methodology

Yale Robbins, Inc. commissioned Accelara Research to develop a current picture of readership interests for the New York and New Jersey editions of The Cooperator.

The Cooperator serves readers engaged in managing condominium, co-op, and homeowner associations. Readers are active as board members, officers, and managers. Research was conducted to learn the extent of reader involvement in purchasing activities, interaction with the two publications, and preference for editorial content.

1 ATTENTIVE READERSHIP

NUMBER OF LAST 4 ISSUES READ

The Cooperator is very well circulated ... three-fourths read every issue, and seven in eight read at least three of every four issues.

	NY	NJ
3 of 4	86%	91%

HOW MUCH OF ISSUE READ

Three-fourths read most or all of each issue of The Cooperator. Virtually all read at least some of every issue.

	NY	NJ
Read most	67%	76%

NUMBER OF ADDITIONAL READERS

While a substantial minority are the sole reader of their issue, over half share their issue with one or more additional readers.

	NY	NJ
one-three	51%	52%

2 ACTIONABLE & AUTHENTIC

MAGAZINE-RELATED ACTIONS TAKEN AFTER READING

Readers value the content of The Cooperator, saving articles and issues, discussing them with others, and passing issues along.

	NY	NJ
Clipped and saved articles and items of interest	64%	57%
Discussed an article or referred someone to it	63%	58%
Saved the magazine for future reference	46%	52%
Passed it along / forwarded to someone else	47%	46%
Visited Cooperator.com website	26%	16%

VENDOR-RELATED ACTIONS TAKEN AFTER READING

Vendor and advertising content really gets your attention. A majority of our readers follow up advertising content in various ways.

	NY	NJ
Clipped and saved an advertisement	42%	48%
Requested information on an advertised product or service	28%	24%
Visited vendor websites	27%	24%
Called or emailed a vendor	21%	19%
Purchased a product or service	14%	9%
Established a relationship with a new vendor	10%	7%

3 LIMITED COMPETITION

OTHER MAGAZINES READ (NEW YORK and NEW JERSEY)

The majority of our readers do not read other real estate publications regularly.

	NY Do Not Read Regularly	NJ Do Not Read Regularly
Habitat	79%	87%
Community Trends	—	77%
Real Estate NY	92%	—
Real Estate Weekly	95%	99%
Real Estate Journal	98%	97%
Real Estate Forum	98%	99%

4 PURCHASE INTEREST & PURCHASING RESPONSIBILITY

Cooperator readers are influential and involved in purchase decisions for a wide range of products and services. A substantial proportion of our readers are interested in new sources for a wide range of products and services.

REGULARLY USED PRODUCTS

	NY		NJ	
	Involved in Purchasing	Seek New Source	Involved in Purchasing	Seek New Source
Landscaping, shrubs & trees	28%	44%	50%	62%
Janitorial supplies	23%	36%	29%	38%
Fuel oil & gas	30%	42%	21%	29%
Electricity	26%	34%	24%	29%
Telecommunications	25%	31%	19%	23%
Waste removal	16%	19%	26%	32%
Uniforms	20%	24%	11%	13%

OPERATING BUDGETS

On average, NY readers manage, approve or influence budgets averaging \$2.1 million, while NJ reader's budgets are somewhat smaller at \$1.1 million.

	NY	NJ
Less than \$250,000 (\$125K)	14%	33%
\$250,000-\$499,999 (\$375K)	11%	18%
\$500,000-\$999,999 (\$750K)	14%	16%
\$1-\$4.9 million (\$3,000K)	22%	12%
\$5-\$9.9 million (\$7,500K)	5%	2%
\$10 million or more (\$12,500K)	2%	1%
Mean	\$2.1 million	\$1.1 million

CAPITAL BUDGETS

Capital budgets managed, approved or influenced by readers are similarly sized, at \$2.2 million for NY, \$1.3 million for NJ.

	NY	NJ
Less than \$250,000 (\$125K)	17%	29%
\$250,000-\$499,999 (\$375K)	11%	16%
\$500,000-\$999,999 (\$750K)	10%	9%
\$1-\$4.9 million (\$3,000K)	19%	10%
\$5-\$9.9 million (\$7,500K)	5%	4%
\$10 million or more (\$12,500K)	3%	1%
Mean	\$2.2 million	\$1.3 million

SERVICES

	NY	NY	NJ	NJ
	Involvement in Purchasing	Seek New Source	Involvement in Purchasing	Seek New Source
Insurance	26%	24%	36%	26%
Management	26%	19%	23%	18%
Security	26%	16%	15%	10%
Architects/engineers	25%	14%	25%	15%
Accounting	21%	9%	25%	14%
Attorneys	21%	12%	24%	14%
Storage	20%	11%	13%	9%
Plumbing maintenance	19%	16%	19%	12%
Lenders/mortgage brokers	18%	11%	12%	9%
HVAC maintenance	16%	9%	14%	8%
Investment services	16%	11%	21%	15%

CAPITAL IMPROVEMENTS

	NY	NY	NJ	NJ
	Involvement in Purchasing	Seek New Source	Involvement in Purchasing	Seek New Source
Exterior Maintenance	32%	26%	44%	30%
Interior Design	25%	20%	11%	11%
Roofs	24%	17%	31%	23%
Energy conservation	24%	20%	13%	9%
Laundry Rooms	23%	16%	14%	11%
Boilers	20%	14%	9%	4%
Elevators	20%	19%	7%	3%
Windows	19%	14%	17%	12%
Mailboxes	16%	11%	14%	10%
Signage	16%	11%	16%	6%
Environmental control	14%	7%	10%	4%
Recreational Facilities	18%	10%	10%	9%

NUMBER OF UNITS IN BUILDINGS MANAGED

One in ten (NY) to one in six (NJ) readers are involved in managing over 500 units, and most manage at least 100 units.

	NY	NJ
< 25	7%	12%
25-49	6%	9%
50-99	15%	11%
100-199	14%	17%
200-499	19%	15%
500+	9%	17%
Mean	450 units	695 units