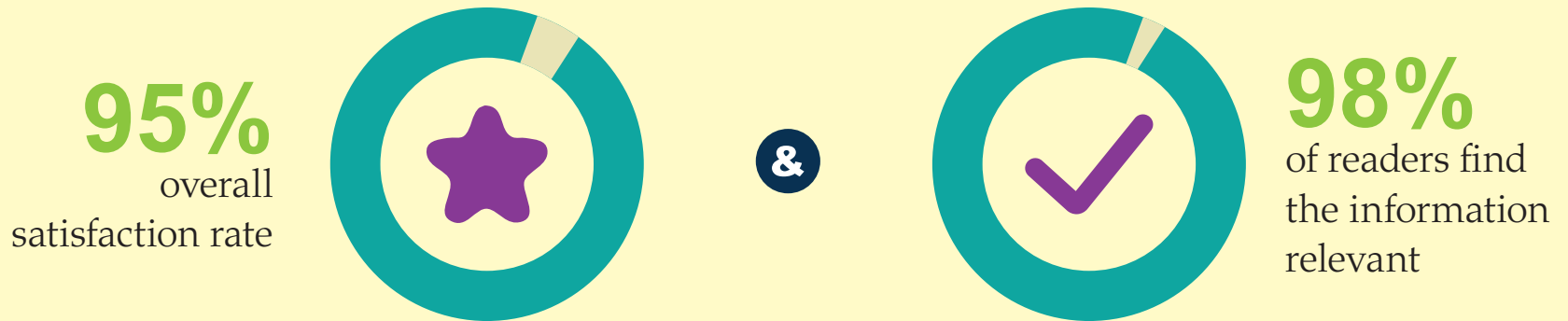


# Literacy This Week 2014 Survey Results

Recently 8% (63) of the 713 subscribers to *Literacy This Week* responded to our survey to find out how we could improve our weekly e-news. Here are the survey highlights.



## Engaged Readers Responded

## Other Ways People Connect with Us



**94%**

of readers **ALWAYS** or **FREQUENTLY** read *Literacy This Week*



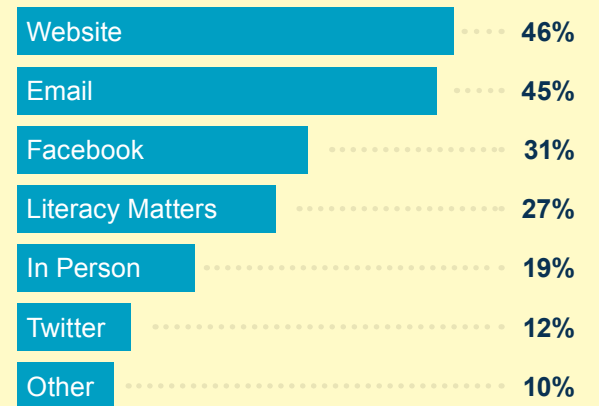
**62%**

of readers want *Literacy This Week* to remain **WEEKLY**



**77%**

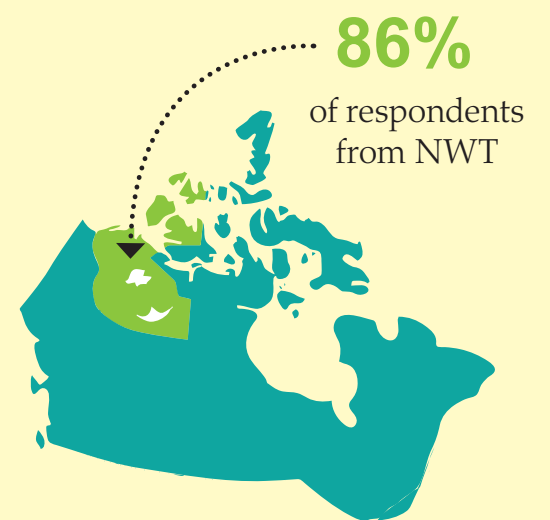
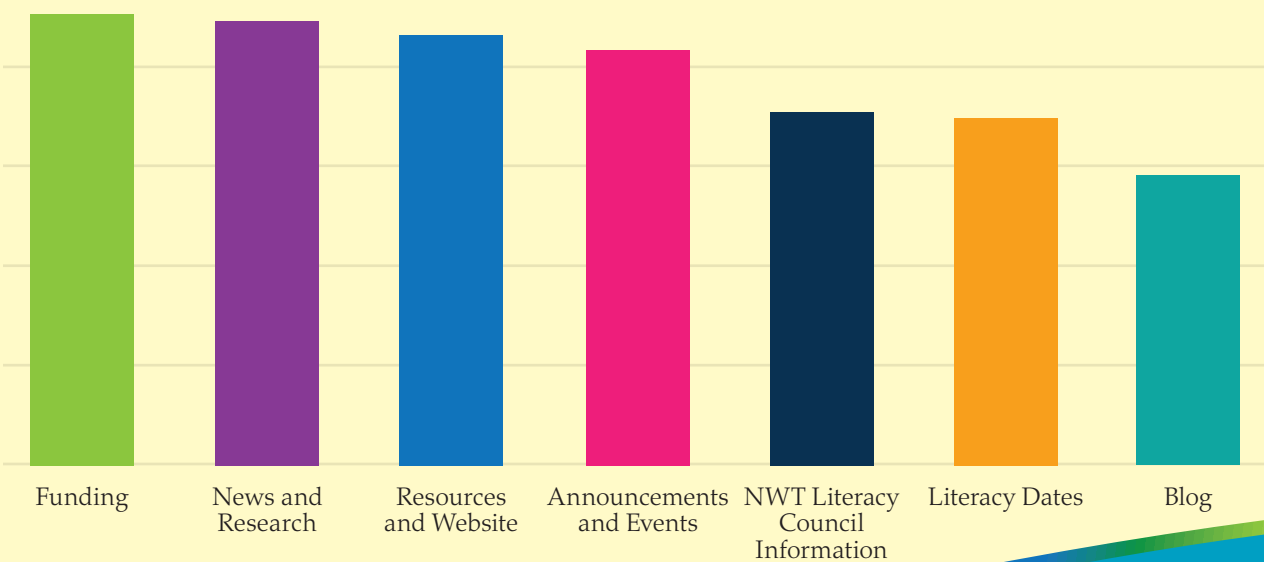
of readers read at least half of each edition



**48%** **THURSDAY** is the most popular day to receive *Literacy This Week*

**52%** prefer to receive it in the **MORNING**

## Most Popular Content



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Phone: 867-873-9262 | Toll Free (NWT): 1-866-599-6758 | Email: [nwtliteracy@nwtliteracy.ca](mailto:nwtliteracy@nwtliteracy.ca)