

THE RESULTS ARE IN!

We recently surveyed readers and subscribers for their feedback on the ORCGA media. Here's what we found out:



Media Statistics

More than 90% of respondents rate the content quality in *Ear to the Ground* magazine as moderate to high.

Nearly 67% of respondents agree or strongly agree that *Ear to the Ground* magazine strengthens their personal connection to ORCGA.

97% of respondents agree or strongly agree that *The Tolerance Zone* eNewsletter's content is relevant to their job.

96% of respondents agree or strongly agree that *The Tolerance Zone* eNewsletter keeps them in touch with the association and association-related issues.

Over 60% of respondents find the content and resources on the ORCGA website valuable to them.



What Our Readers Are Saying

"ORCGA & its partners along with the information in its newsletters and the annual DIRT reports are helping to highlight the problems the construction industry has faced the previous year so we can keep Ontario running and the public/construction community safe."

"ORCGA provides an excellent venue and open forum to collaborate and network with industry experts in safe excavation and locate practices."



Advertising Effectiveness

Over 56% of respondents have taken action in response to an advertisement featured in ORCGA media, such as contacting the company for more information, purchasing an advertised product or service, discussing an ad with others, and referring an ad to someone else.

Nearly 78% of respondents perceive companies who advertise in ORCGA media as more supportive of their profession and/or association than those who don't.

Over half of respondents prefer purchasing products from companies that advertise in ORCGA media.



Reader Demographics

Over 80% of respondents say they are a part of the purchasing process at their organization.



*Results from 2024 ORCGA Readership Survey conducted by Naylor Association Solutions.