

# THE RESULTS ARE IN!

We recently surveyed CUTA members to get their feedback on our quarterly magazine, Urban Mobility FORUM. Here's what we found out:



**MORE THAN 60%**

of respondents visited an advertiser's website after seeing an advertisement in Urban Mobility FORUM.



**MORE THAN 50%**

of respondents spend more than \$1 million on products and services every year.



**MORE THAN 3 OUT OF 5**

of respondents recommend products/services for purchase.



**70% OF RESPONDENTS**

share their copy of Urban Mobility FORUM with 2 or more people.



**65% OF RESPONDENTS**

read Urban Mobility FORUM for longer than 15 minutes.

## WHAT OUR MEMBERS ARE SAYING:

"Urban Mobility Forum magazine is a well-produced Canadian Transit Industry magazine that is a resource for new information, contacts and equipment."

— James McDonald

"Urban Mobility FORUM magazine is a must-have to keep connected to relevant industry trends, innovation leaders and vendor partners."

— Laurie Stratton

"This magazine will help you navigate who's who in the transit Zoo. We are all here as a team and everyone is here to help you succeed."

— Cheri Malo

Results from 2020 CUTA Readership Survey  
conducted by Naylor Association Solutions.

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**CUTA ACTU**  
CANADIAN URBAN TRANSIT ASSOCIATION  
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