

# THE RESULTS ARE IN!

We recently surveyed CACP members to get their feedback on our communications program. Here's what we found out:



Nearly 60% of respondents are involved with **the purchasing process** within their organization.



More than 80% of respondents say that they reference the Fast Facts for Members section of the *CACP Membership Guide*.



More than two thirds of respondents share their copy of *Canadian Police Chief Magazine* with 2-4 others or save it for reference.



More than 50% of respondents say they are more likely to **consider purchasing products & services** from companies who advertise their products or services in CACP publications.



70% of respondents consider both the print and digital versions of the *Canadian Police Chief Magazine* to be useful.

## WHAT OUR MEMBERS ARE SAYING:

"As a retired police chief, I use the CACP publications as a way to stay informed of the national scene when it comes to policing. As a consultant, I can also use the advertisement contained within the publications as a starting point when I need to make recommendations to my clients. It is a trusted source."

- Peter Lepine

"CACP publications communicate and connect CACP membership to meaningful and useful information and insight about the Canadian policing context. However, its value can only be found in its utility by the CACP membership and through their networks. CACP publications, particularly the online versions, are critical in supporting timely information sharing in the age of digital communication and social media."

- Guy Slater

\*Results from 2020 CACP Readership Survey conducted by Naylor Association Solutions.

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