

# Alumni Magazine Readers: National Survey Results

## A Cross-Institutional Magazine Benchmarking Survey

*2013 Analysis*

Project sponsored by Qualtrics

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

- Web-based, common survey instrument
- Participating schools register, draw samples, invite and remind
- Schools receive data from their unique survey
- All data fed to national database
- Schools can compare their data to other sets



*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

## Margin of Error

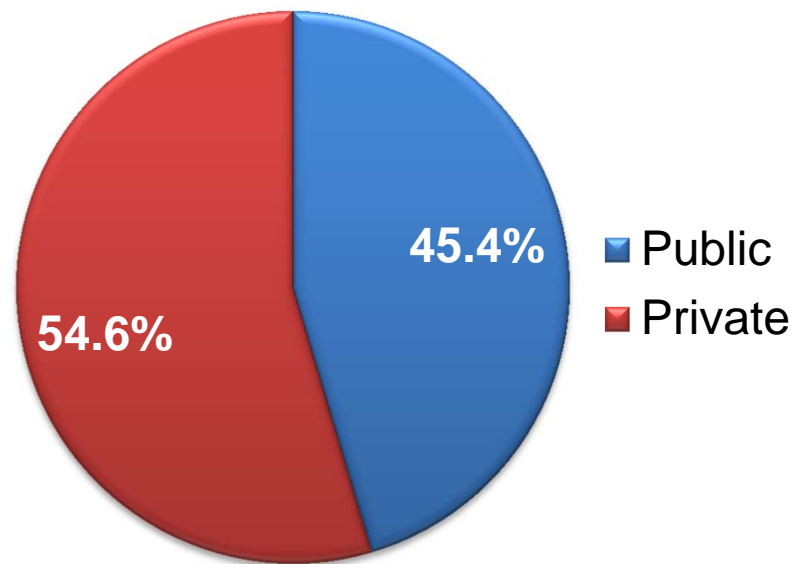
- Institution chooses target margin of error, response level
- Example: A magazine with a readership of 50,000 will need 1,068 responses to have 95% confidence = +/- 3%

## Bias

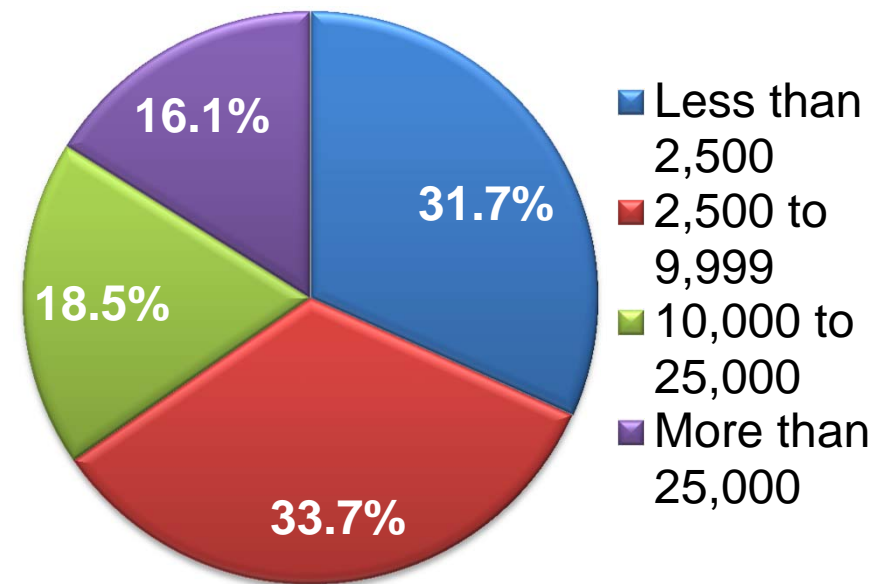
- Always *some* inherent bias
- For magazines, *some* bias toward readers, friends
- Survey type (mail vs. phone vs. email) also has *some* bias

# CASE. 252 Participating Institutions\*

## Public/Private



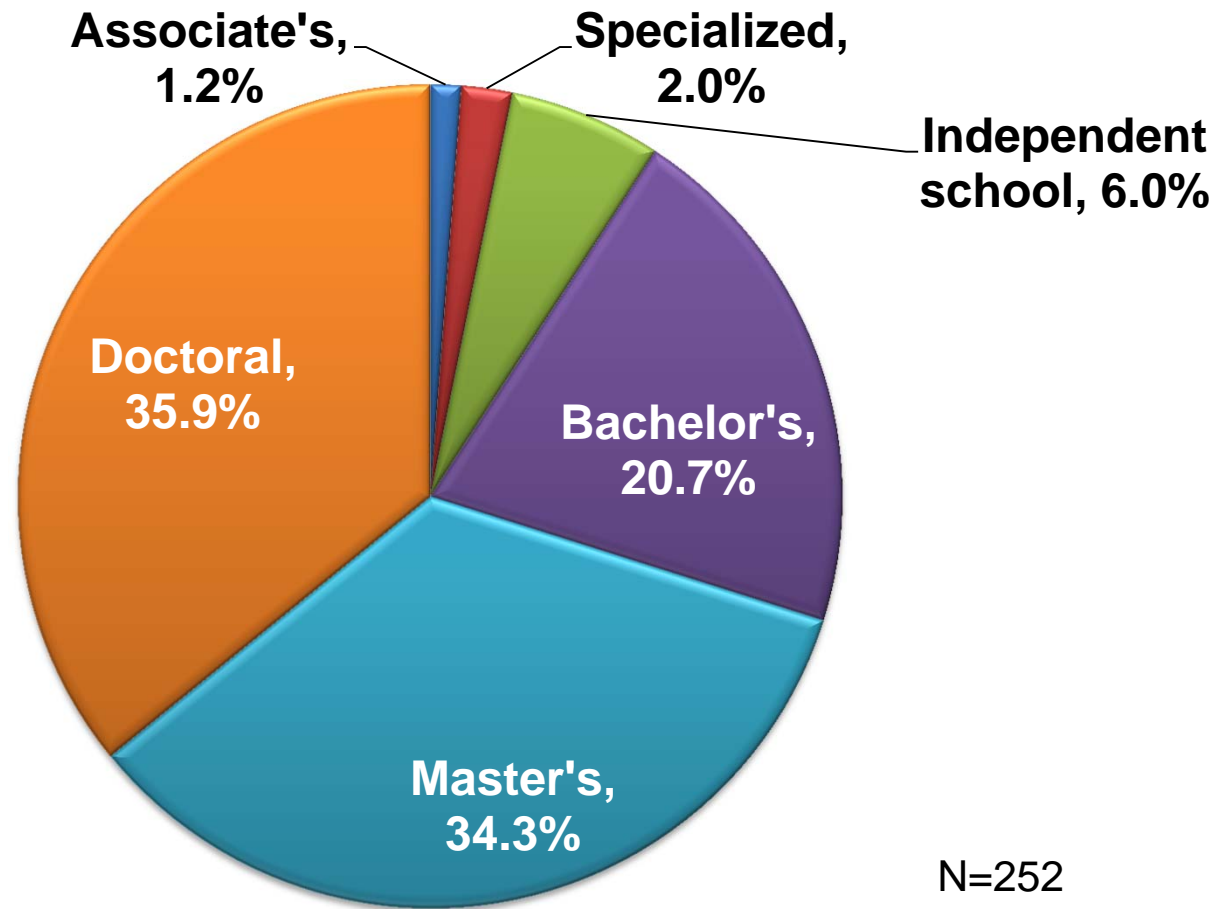
## Enrollment



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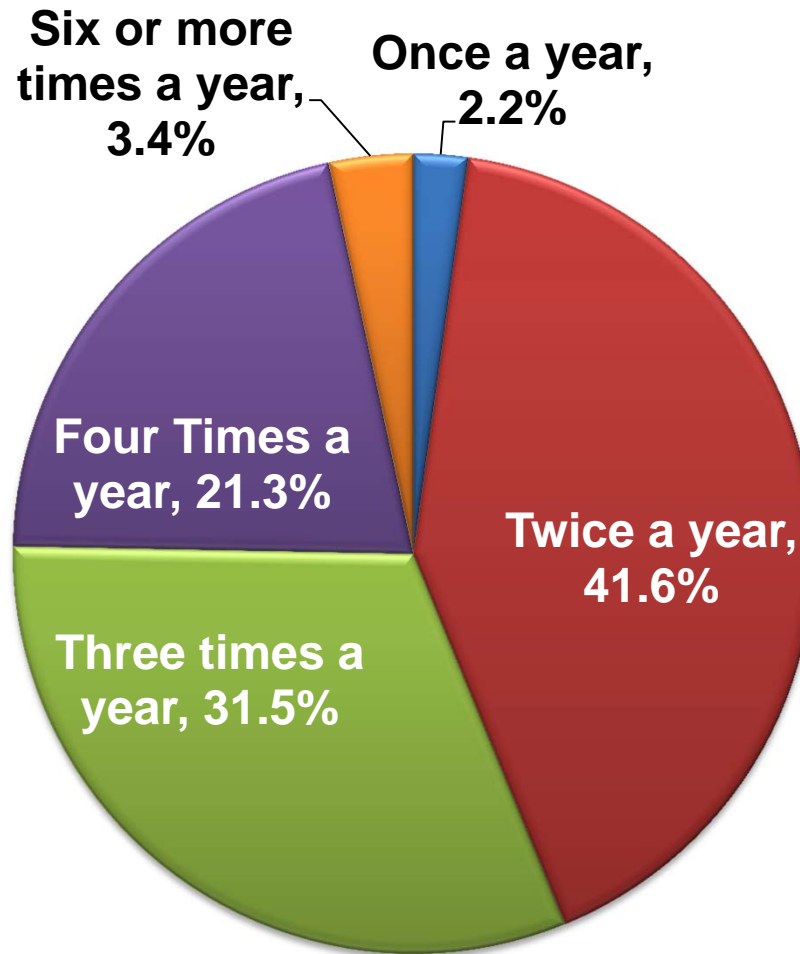
\*As of Dec. 31, 2012

# Institution Type



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# Frequency of Publication



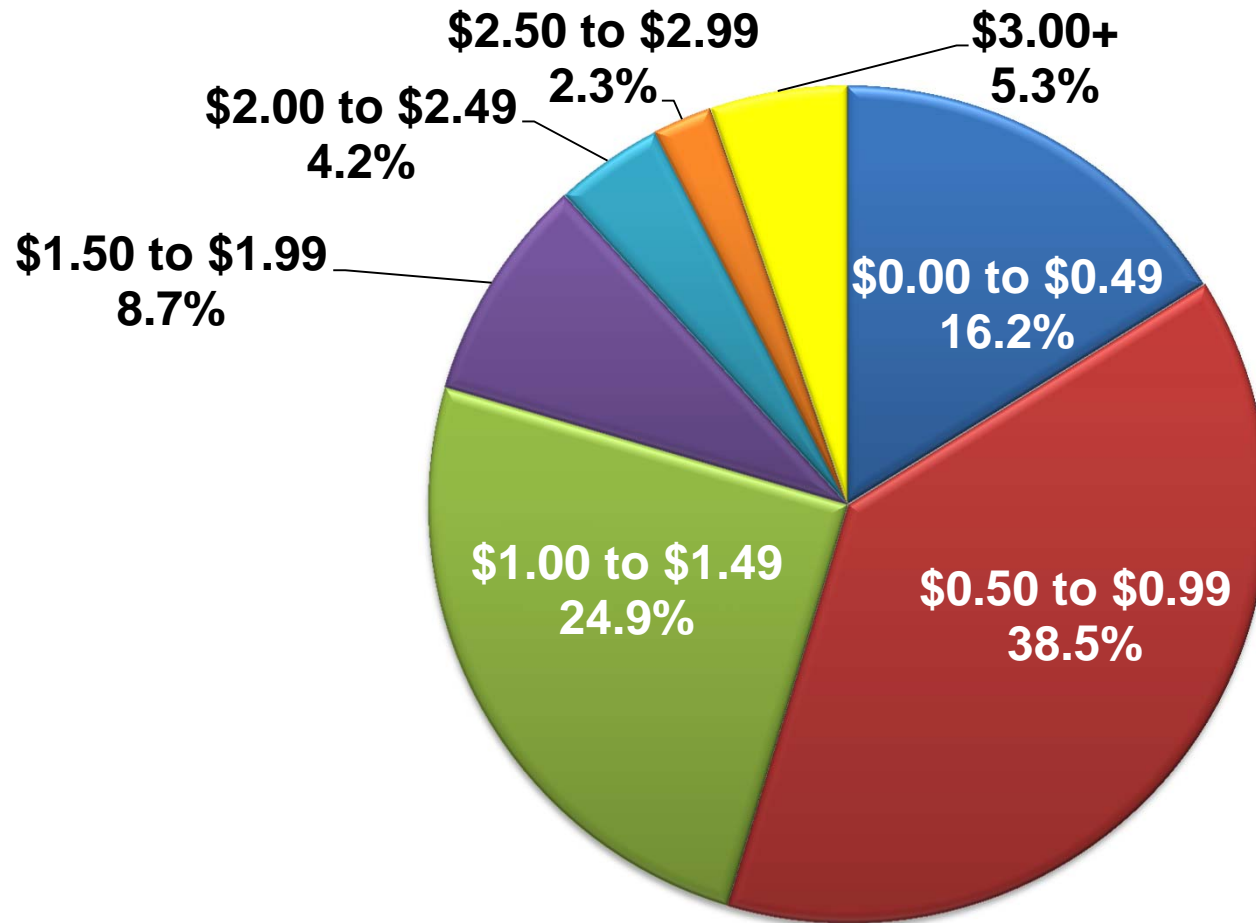
N=268

Note: No magazines were published five times a year.

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# Average Cost per Copy\*



**\*Does not include salaries or postage**

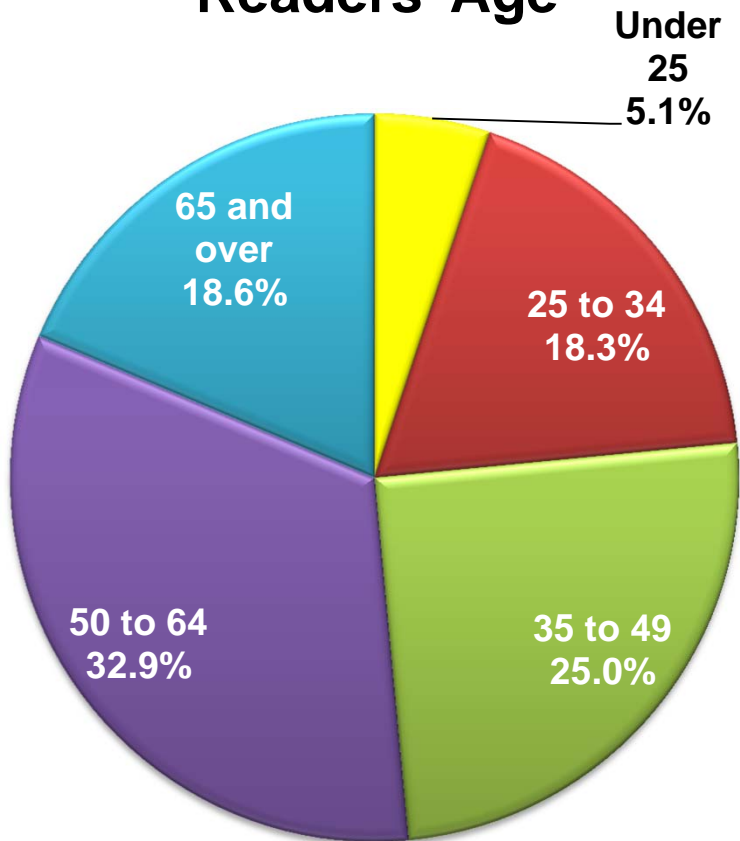
N=268

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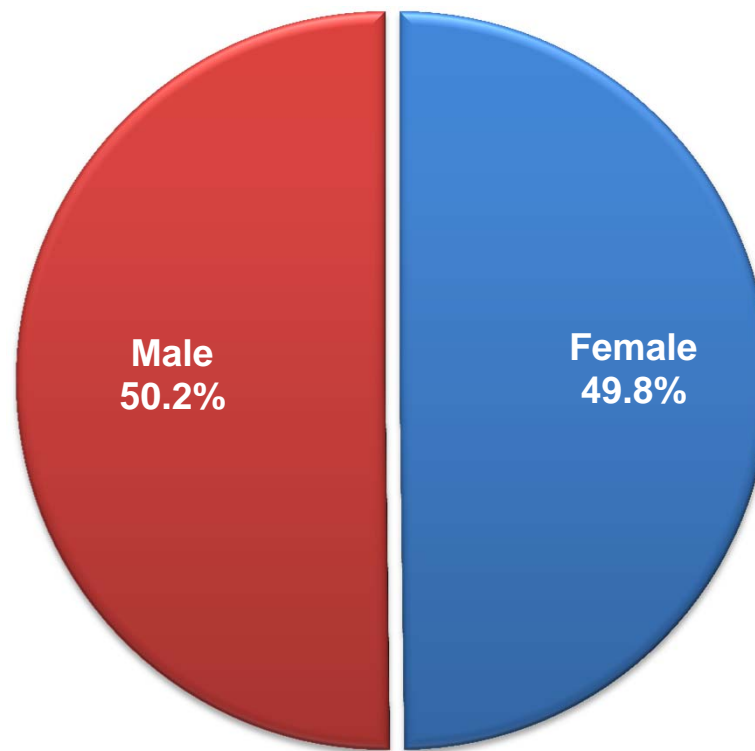


# CASE. 136,537 Respondents\* in Report

## Readers' Age



## Readers' Gender



**\*As of Dec. 31, 2012**

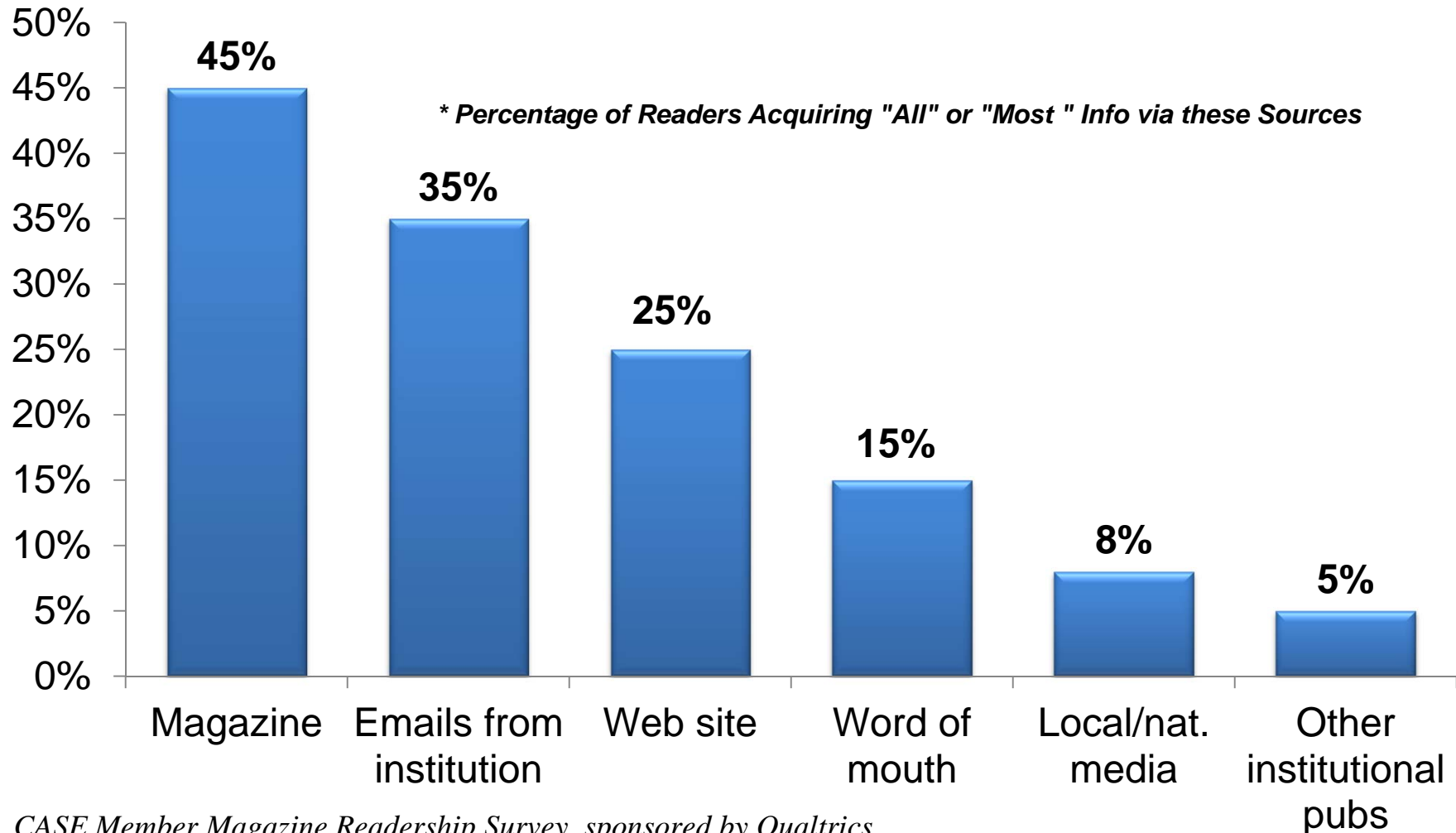
N=136,537

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- Alumni magazines are still the primary medium through which alumni acquire information about their alma mater.
- Alumni magazines are well-read across all age groups.
- Magazines spur positive action among alumni across all institution sizes and types.
- Readers of all ages prefer print magazines, and, secondly, a combination of print and online.

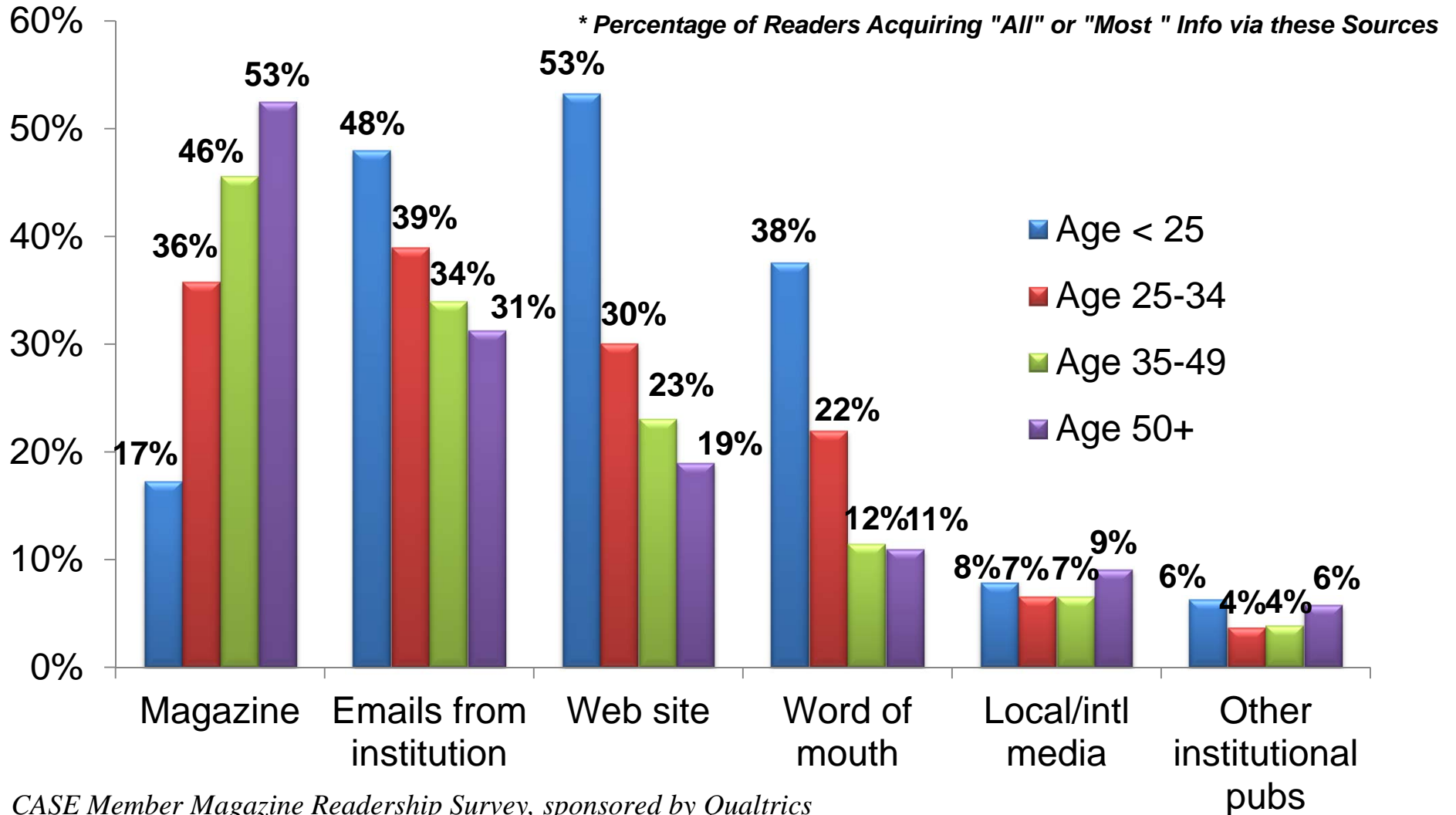
*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

*Q.1. How do you generally acquire information about your alma mater?*



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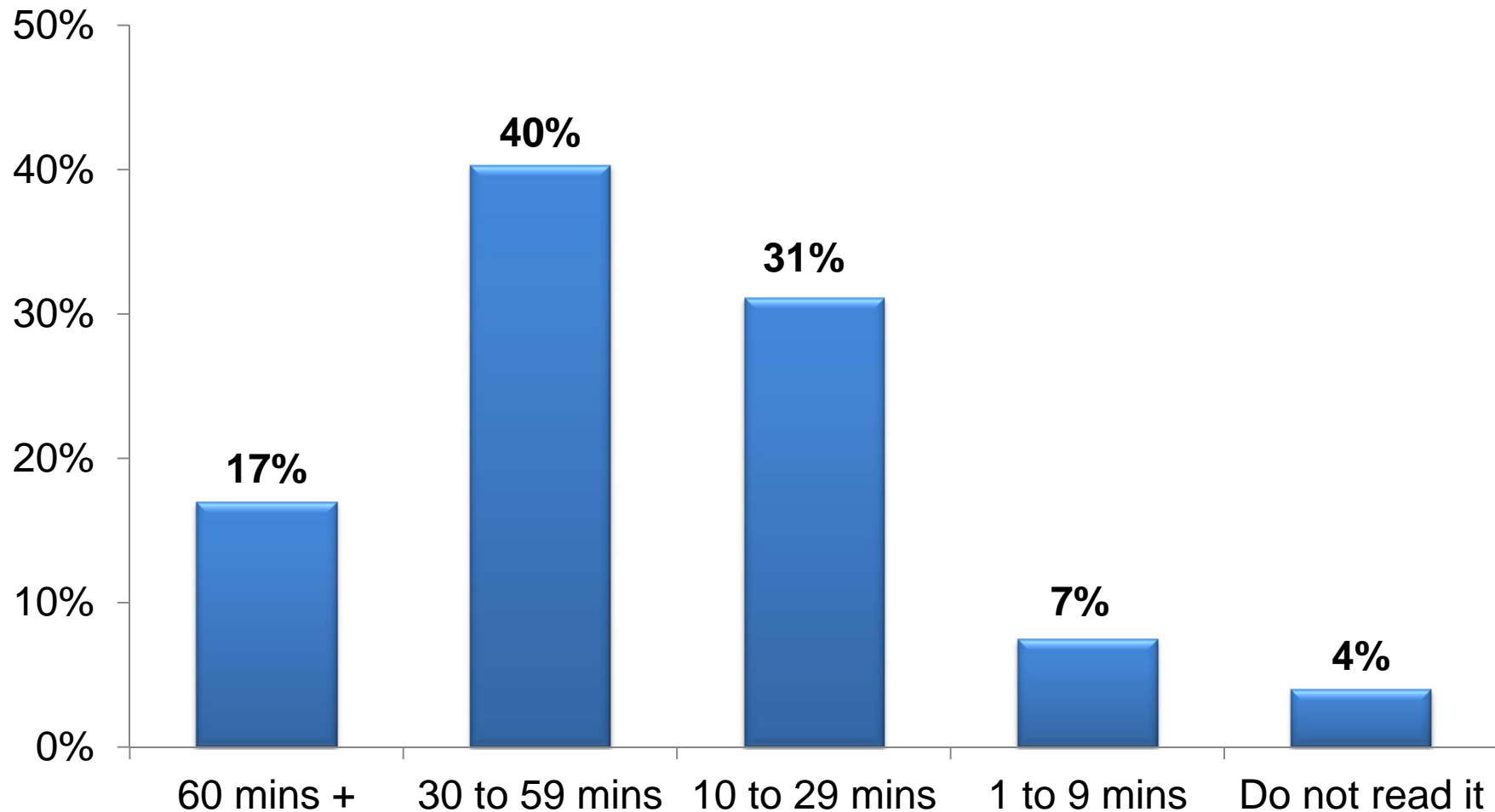
Q.1. How do you generally acquire information about your alma mater?



CASE Member Magazine Readership Survey, sponsored by Qualtrics

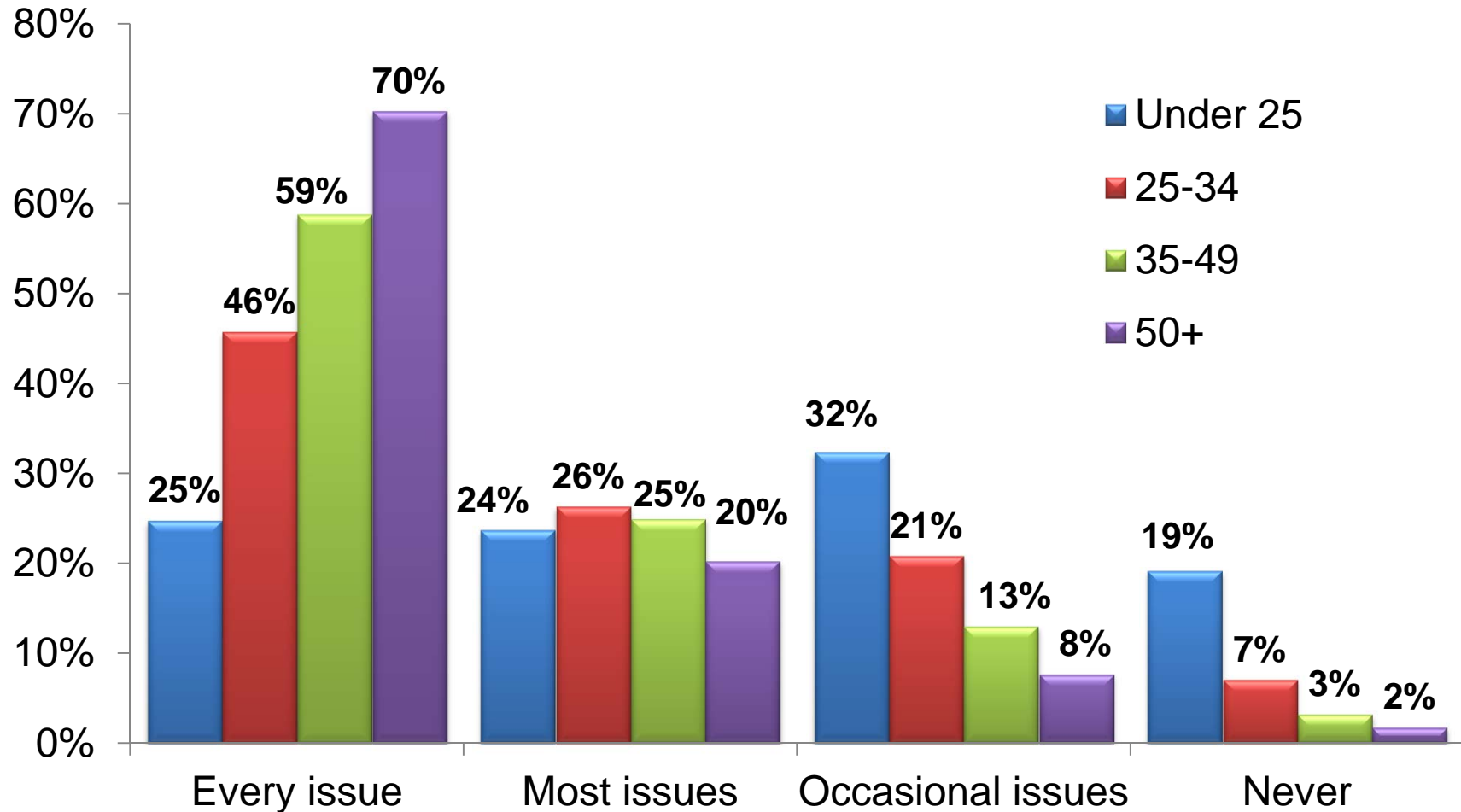
# CASE. Time Spent Reading Magazine

*Q. 5. How much total time do you typically spend with an issue of the magazine?*



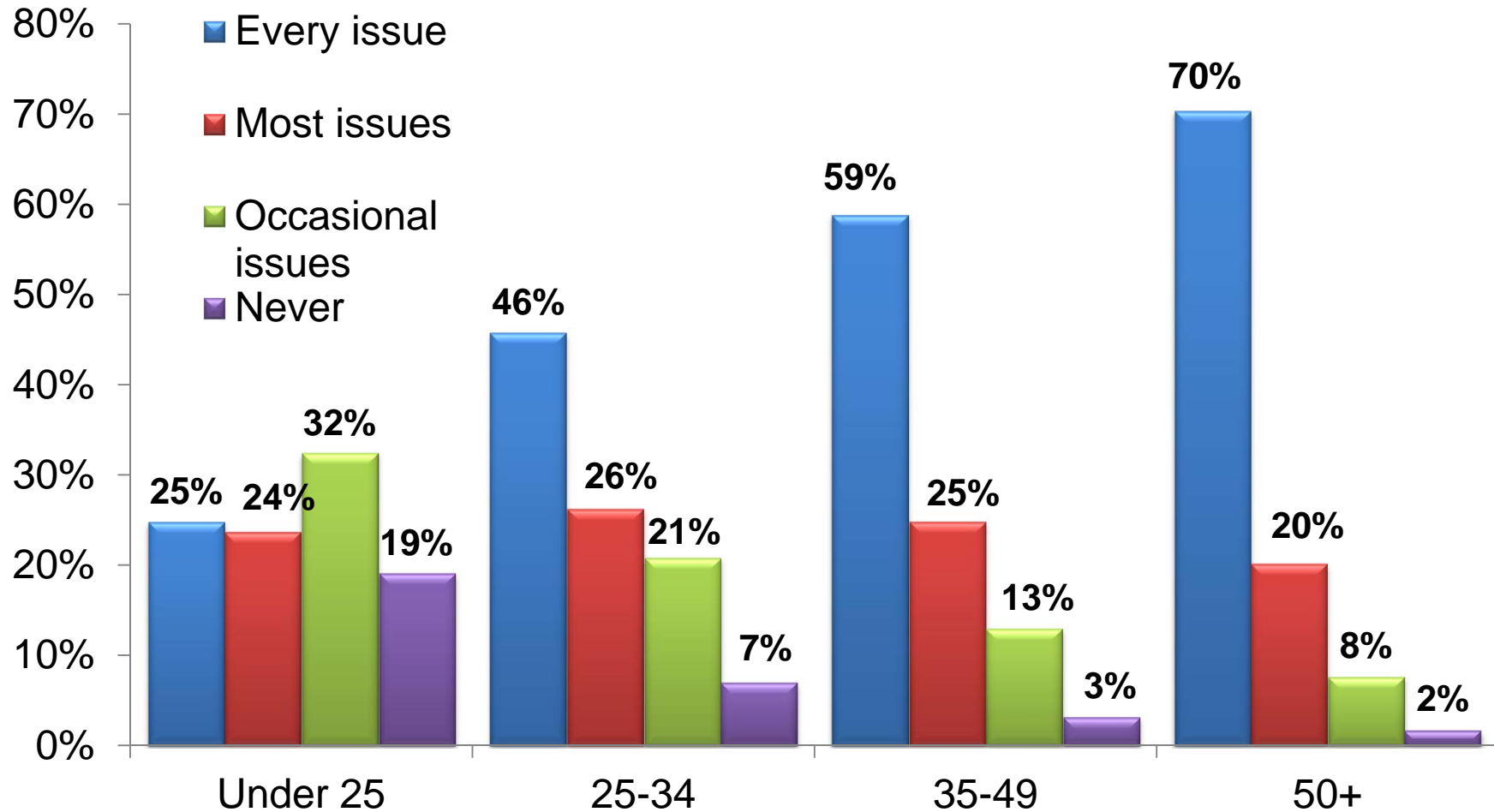
*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

*Q.2. How often do you typically read the magazine?*



*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

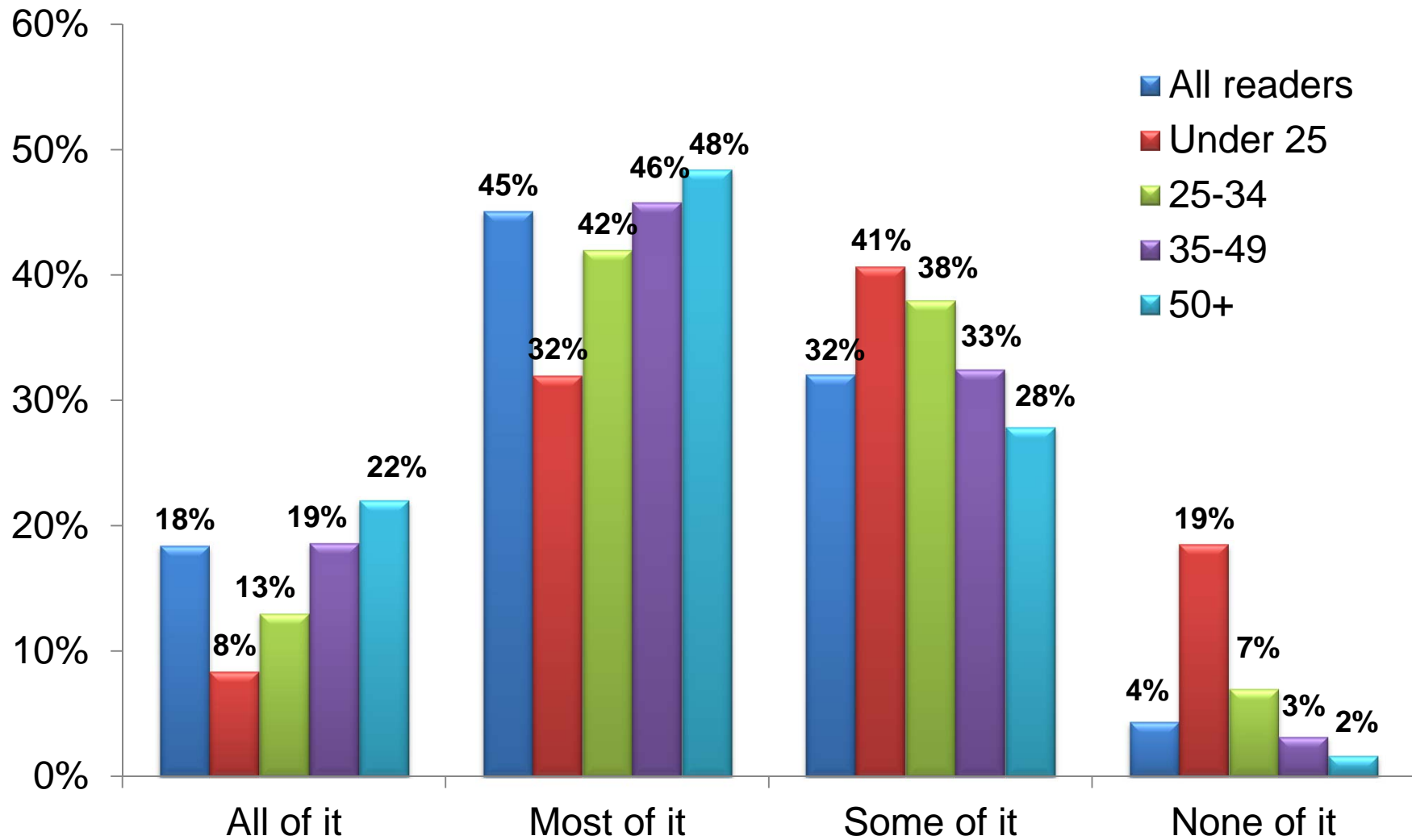
*Q.2. How often do you typically read the magazine?*



*CASE Member Magazine Readership Survey, sponsored by Qualtrics*



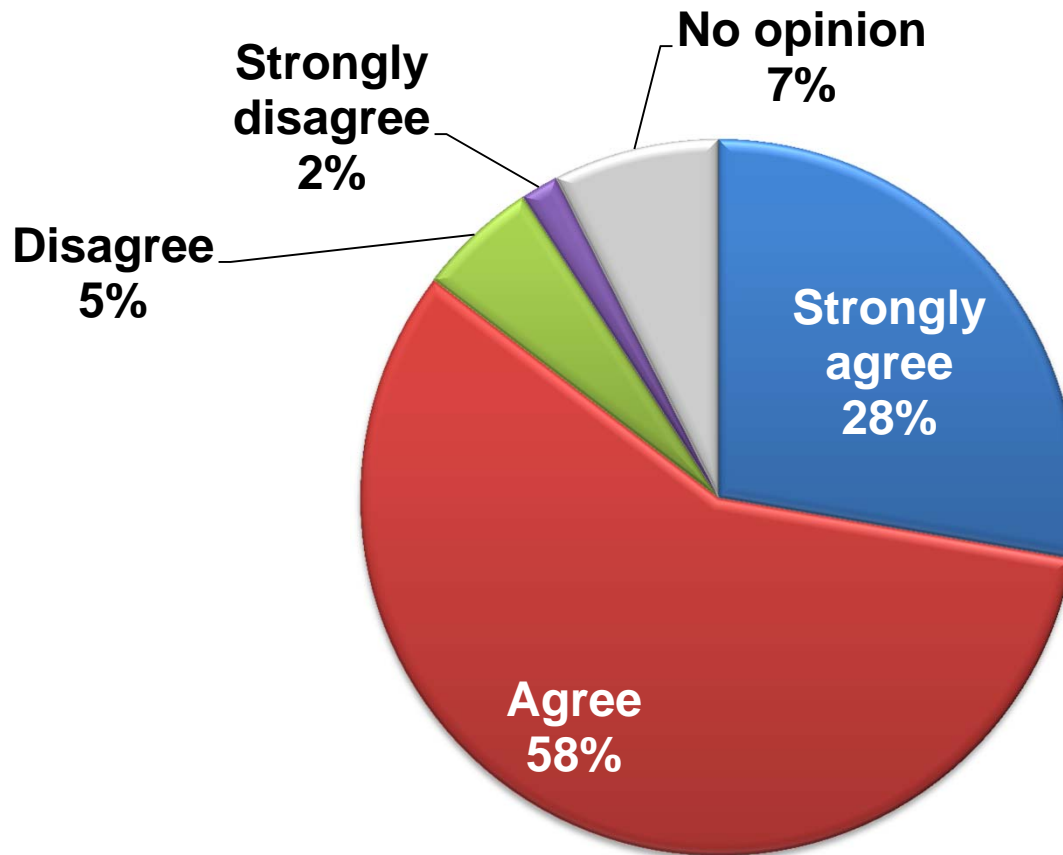
# Amount Read by Age



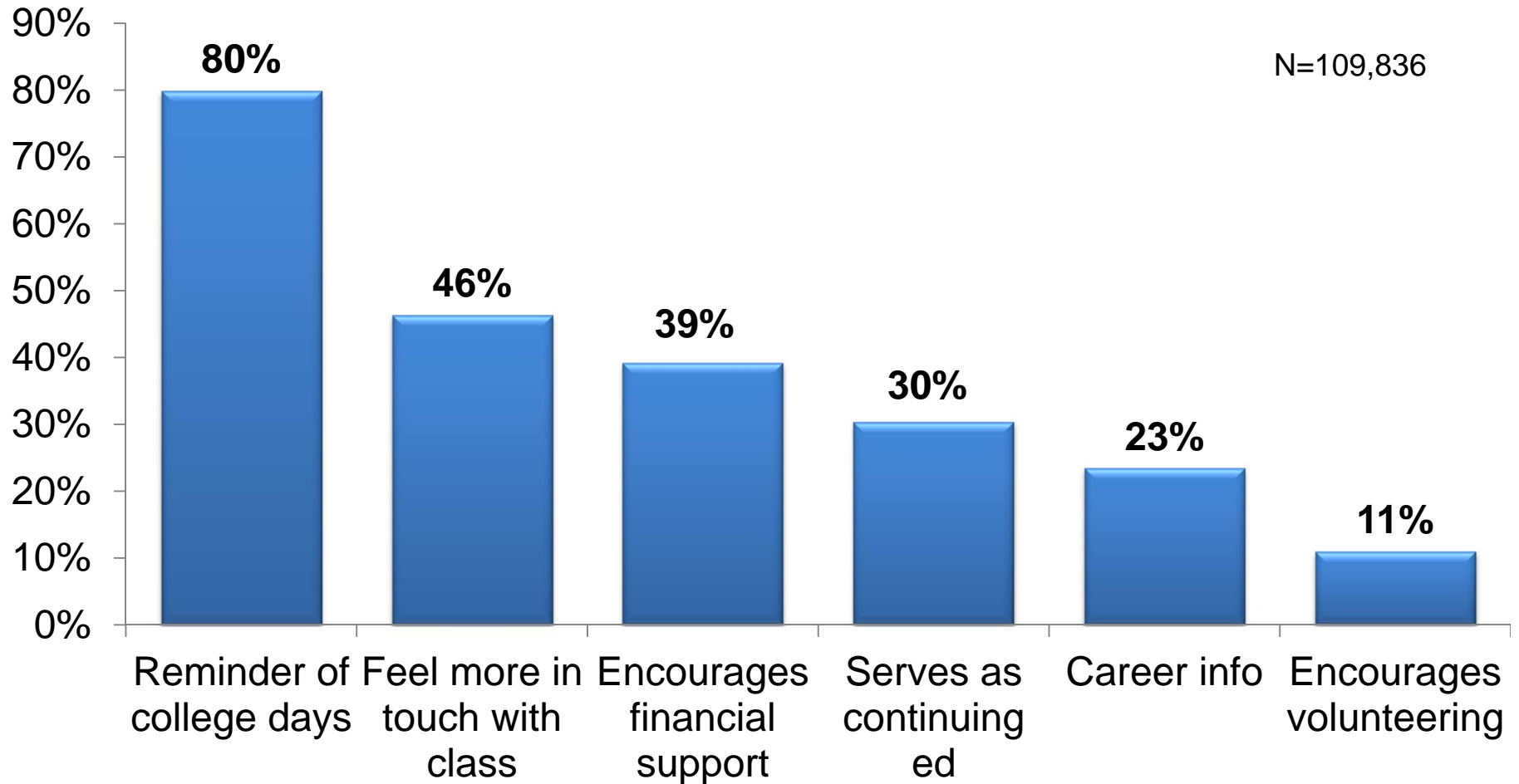
- Alumni magazines strengthen engagement and motivate desirable actions.
- Engagement and desirable actions track with time spent reading the magazine.
- Editorial content may encourage time spent.
- Time spent also tracks with perceived editorial credibility.

*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

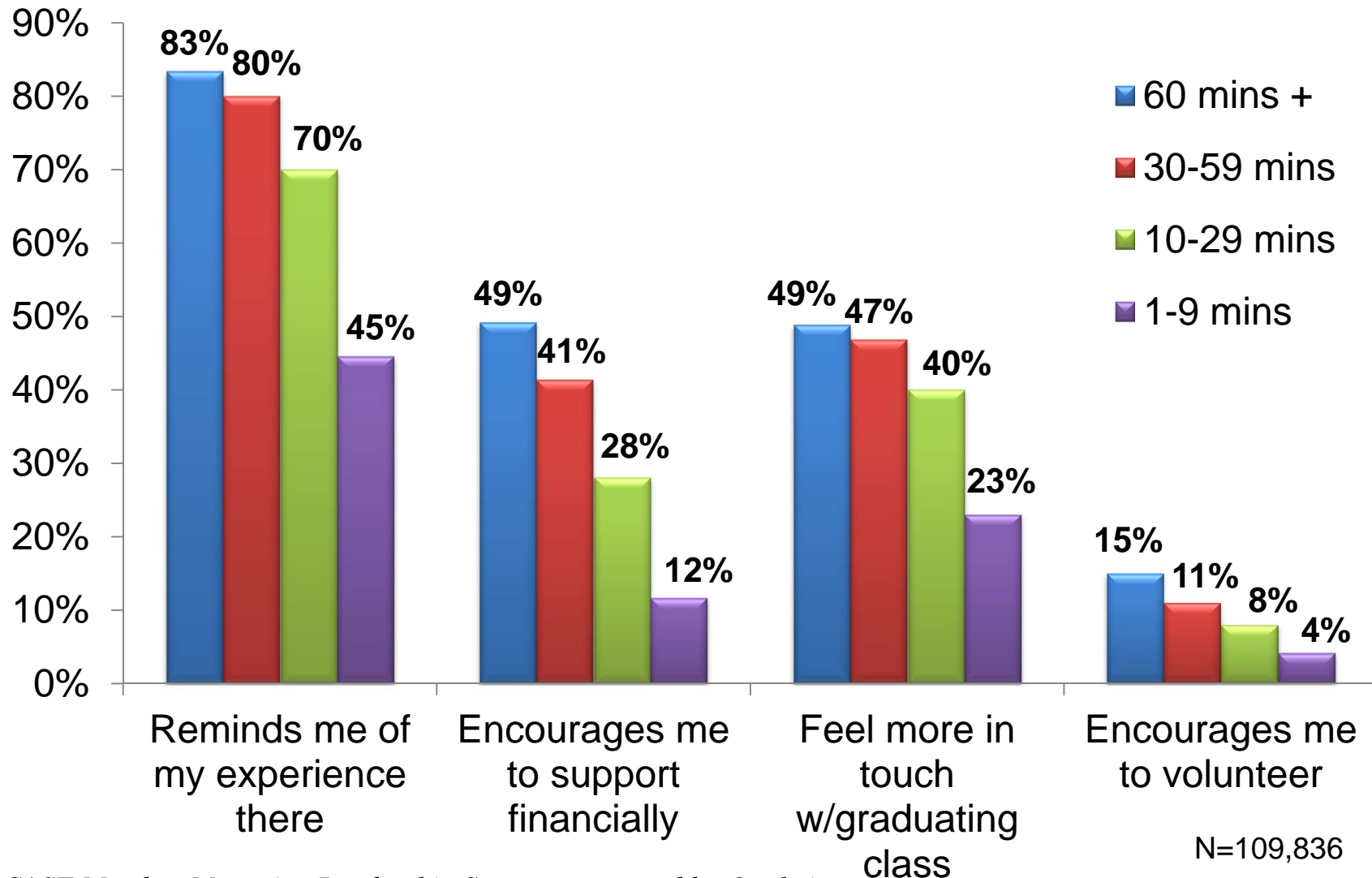
*Q. 11. My institution's magazine strengthens my personal connection to the institution*



*Q. 12a. Please indicate ways your institution's magazine strengthens your connection....*



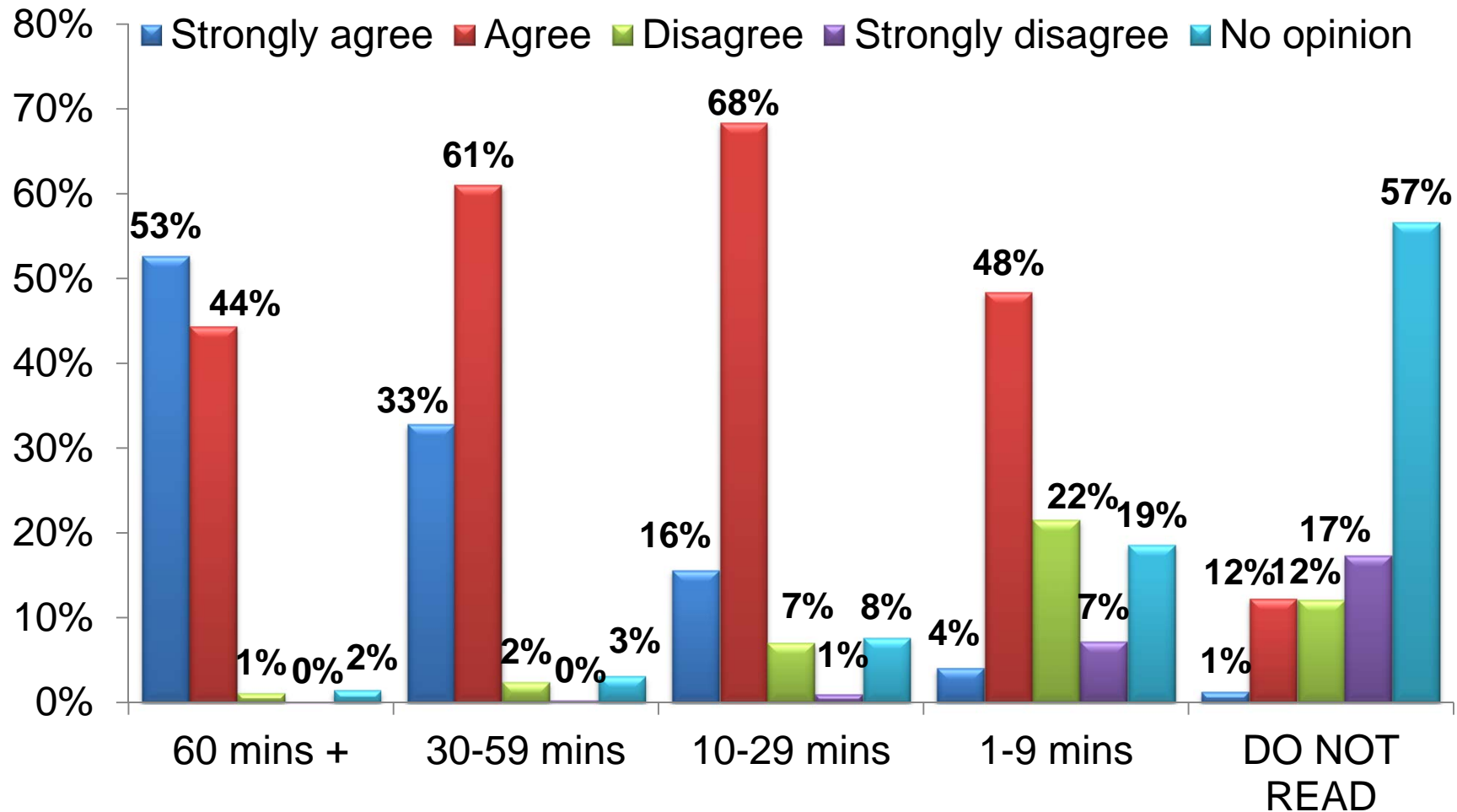
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# Connection by Reading Time

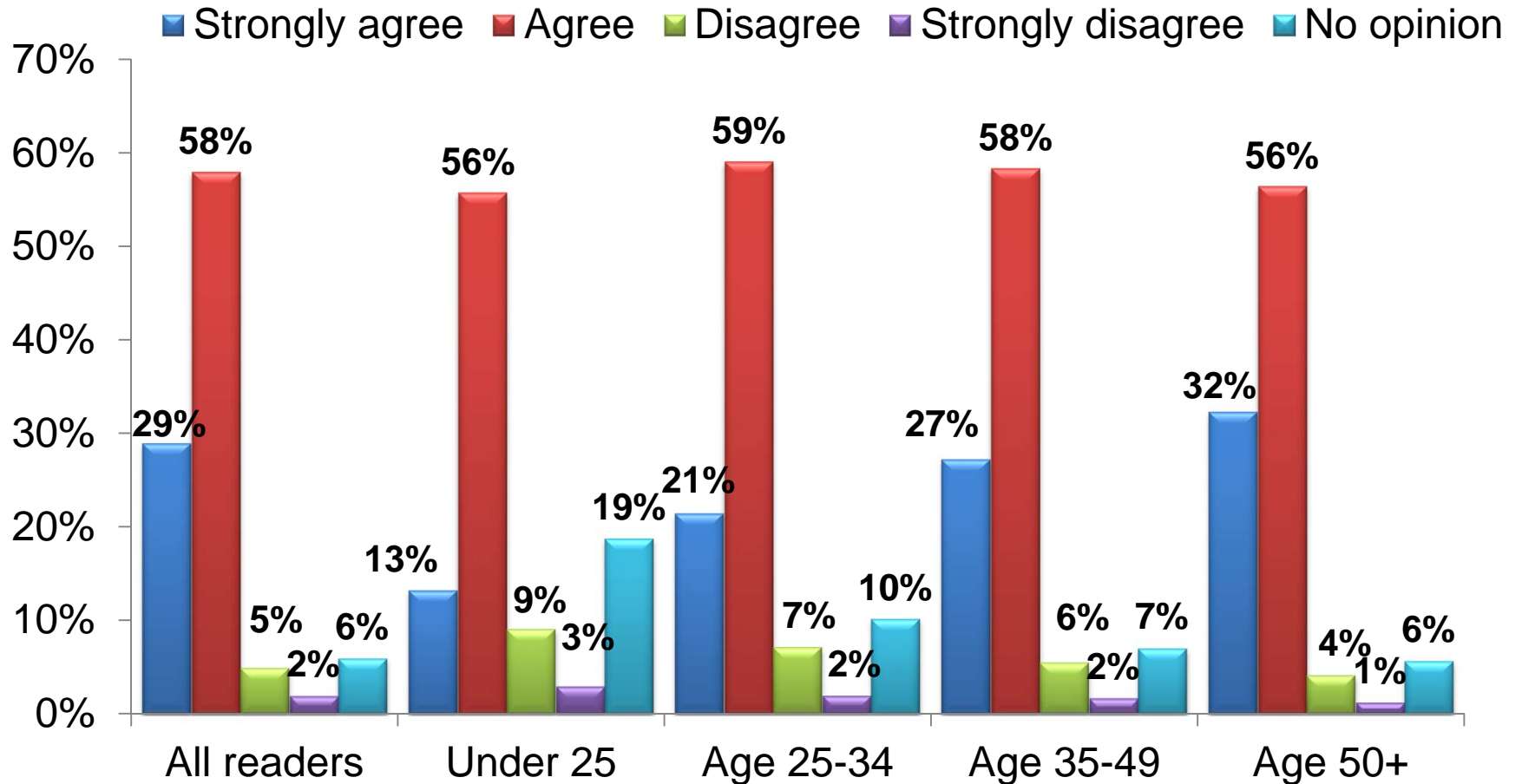
*Q. 11. My institution's magazine strengthens my personal connection to the institution.*



*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

# Connection by Age

*Q. 11. My institution's magazine strengthens my personal connection to the institution.*

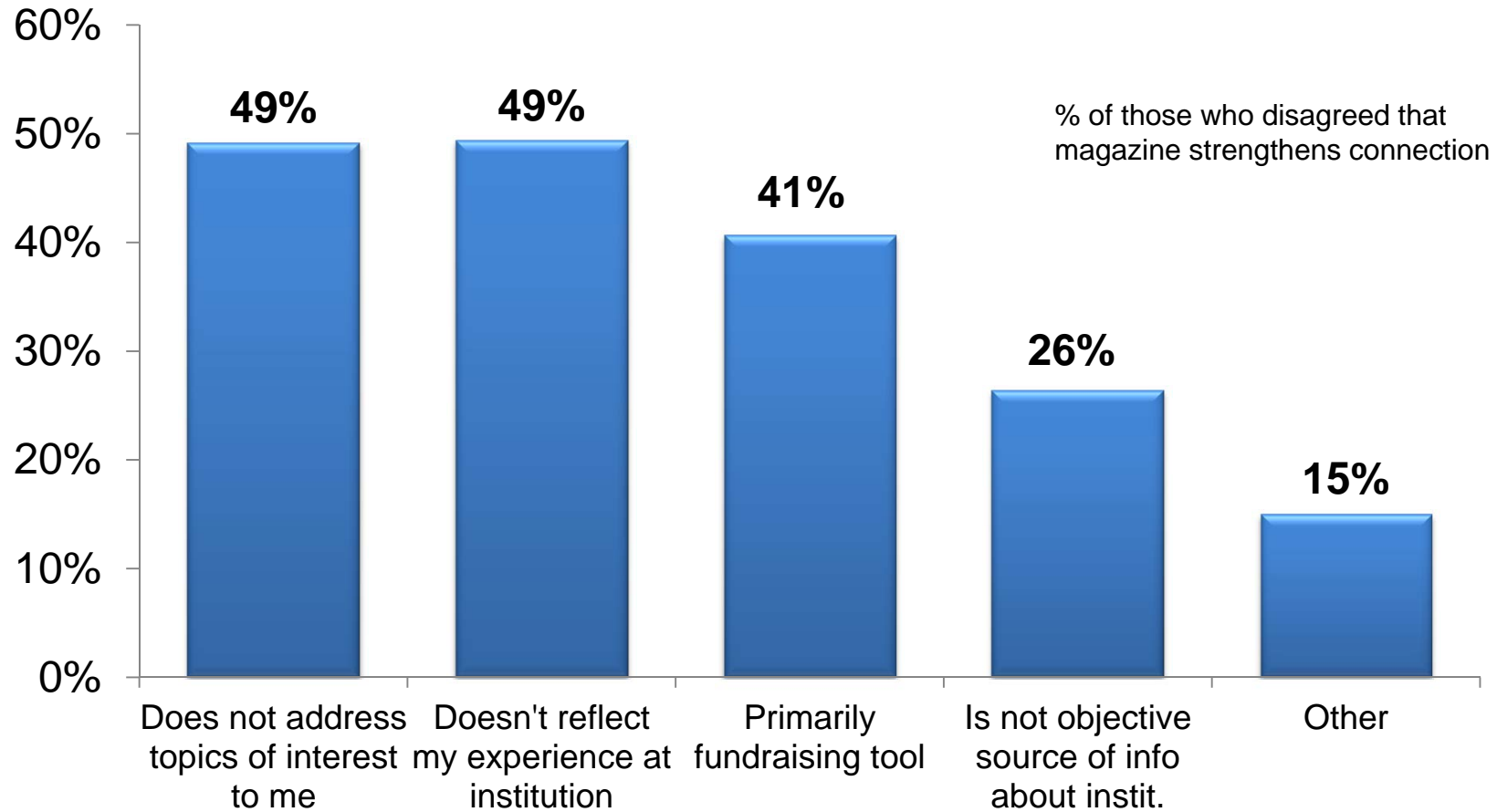


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# CASE. Doesn't Strengthen Connection

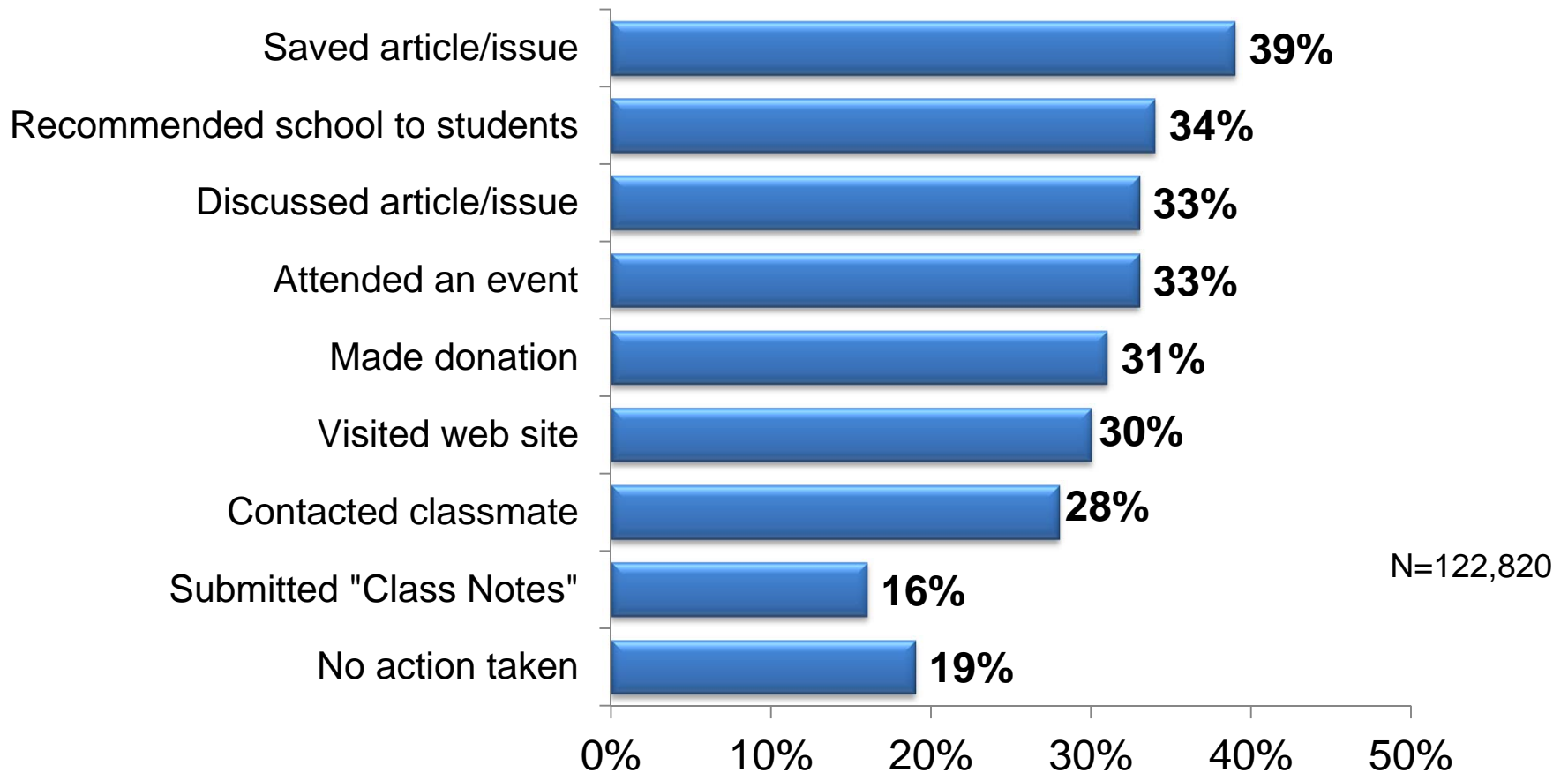
*Q.12b. Please indicate ways your institution's magazine fails to strengthen your connection....*



N=9,160

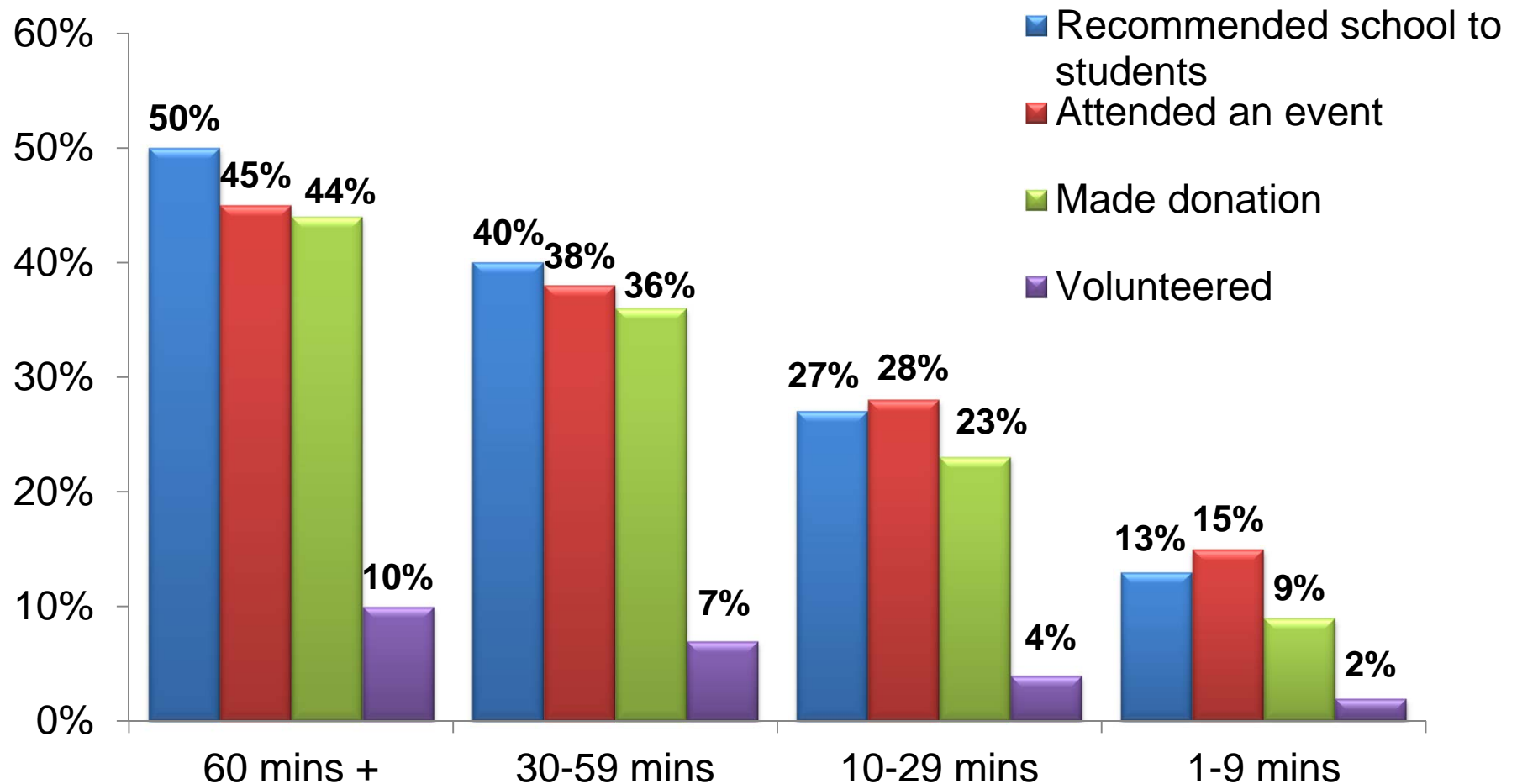
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*Q. 13. What actions have you taken as a result of reading your institution's magazine?*



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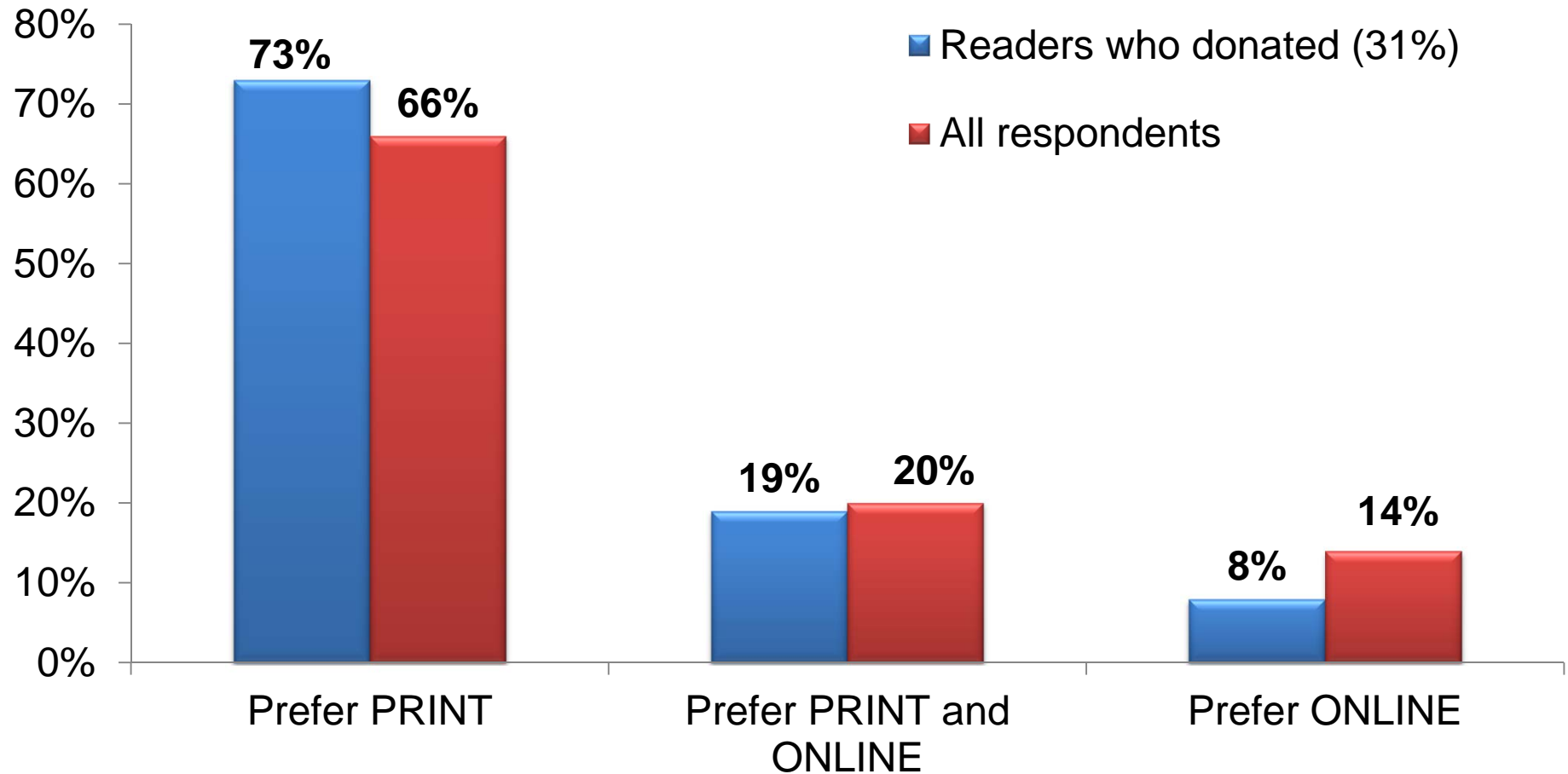
# CASE Actions Taken by Reading Time



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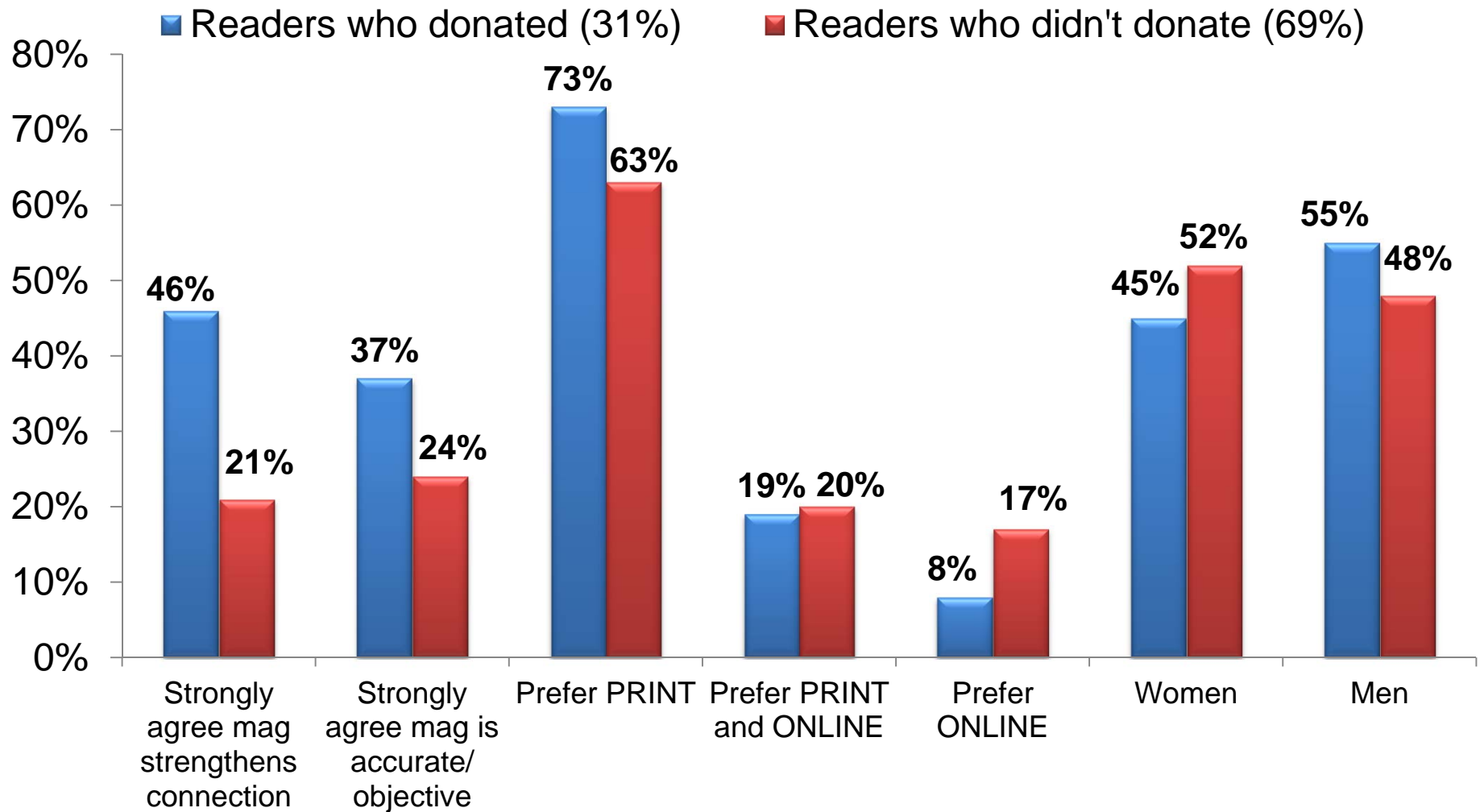
N=122,820

# CASE Preferred Format: Donors vs. All



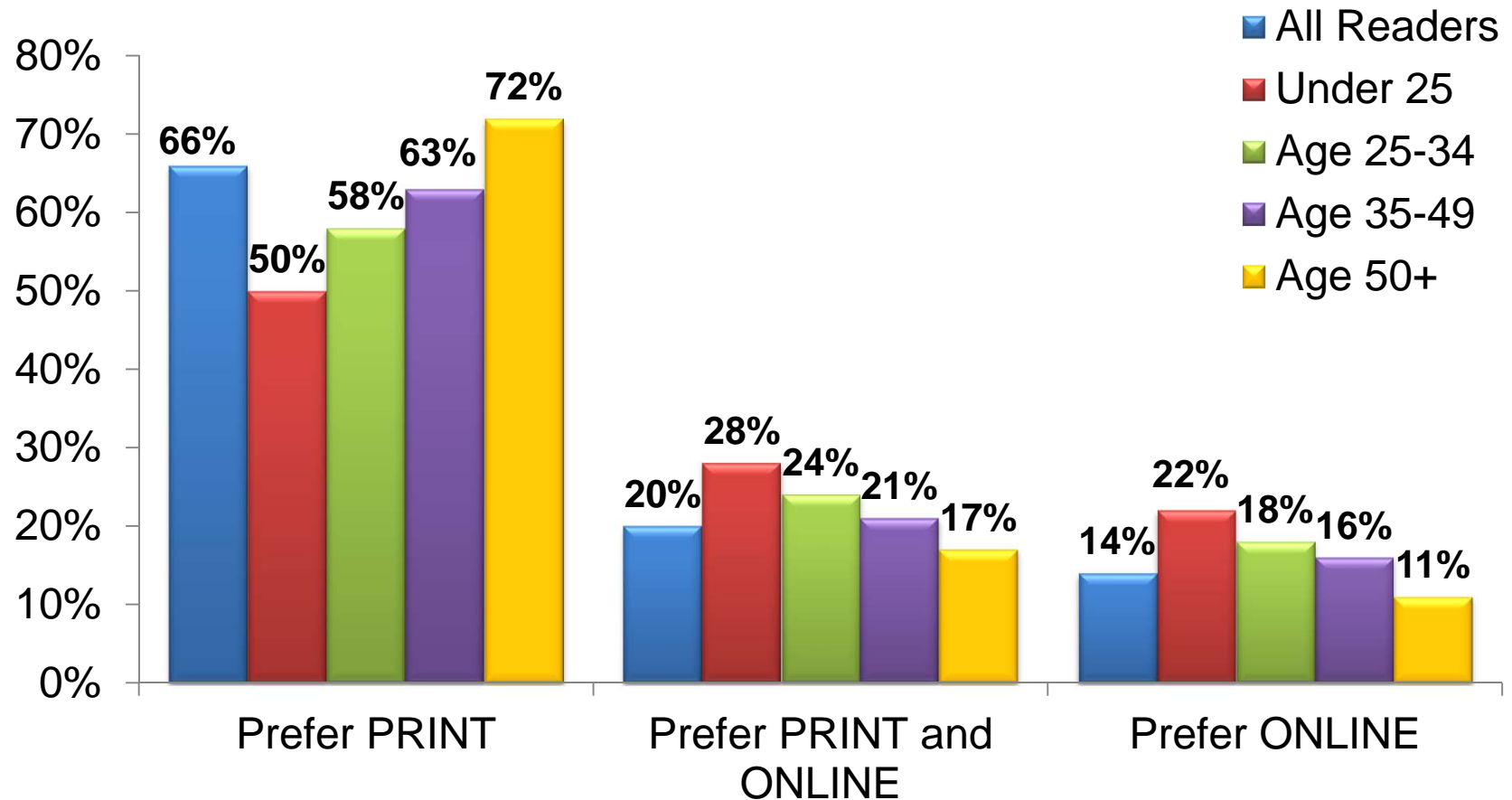
*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

# Donors vs. Non-Donors



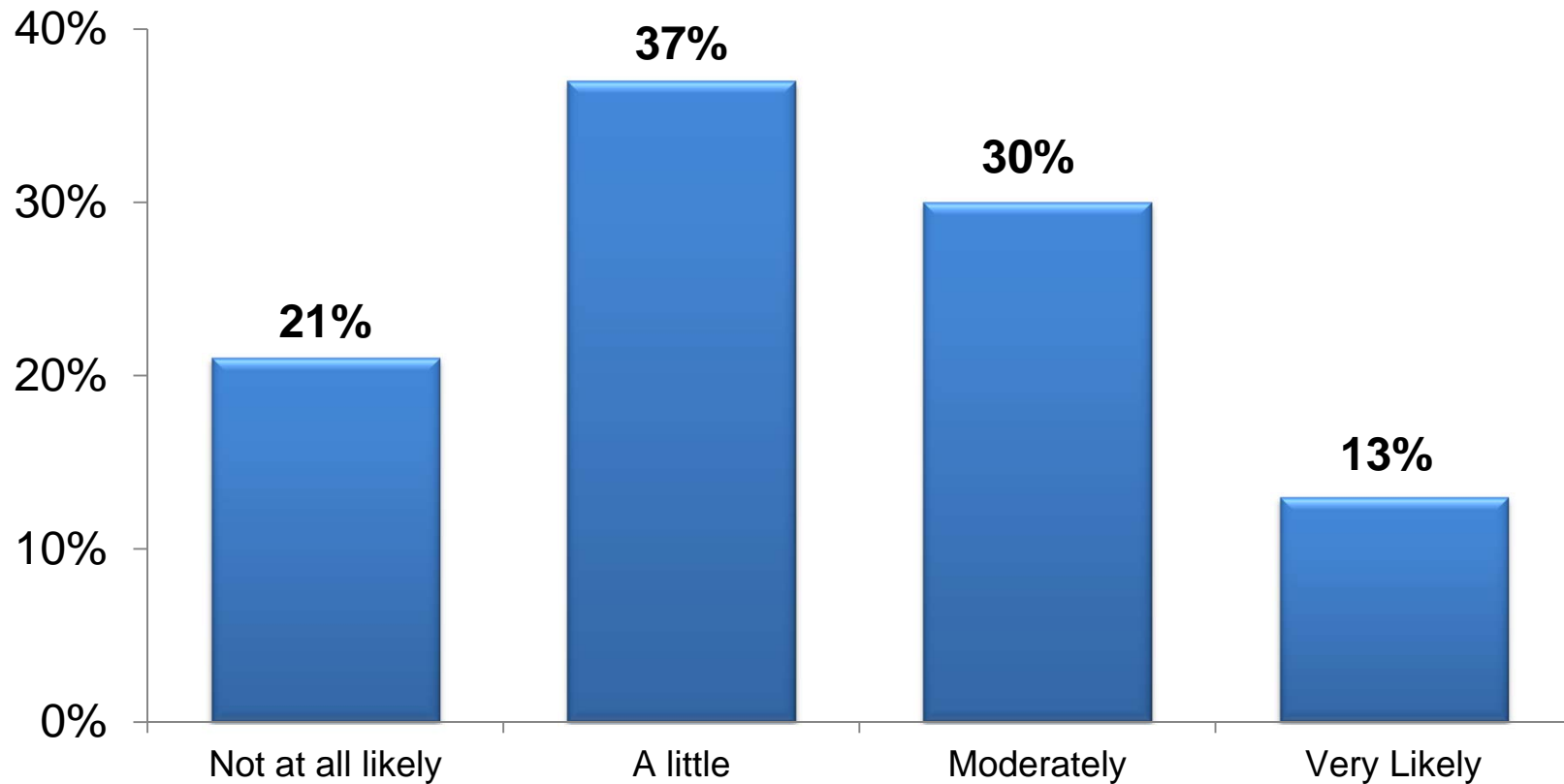
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*Q. 6. Do you prefer to read your magazine...*



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*Q.7. If there were additional content available only online, how likely are you to read it?*



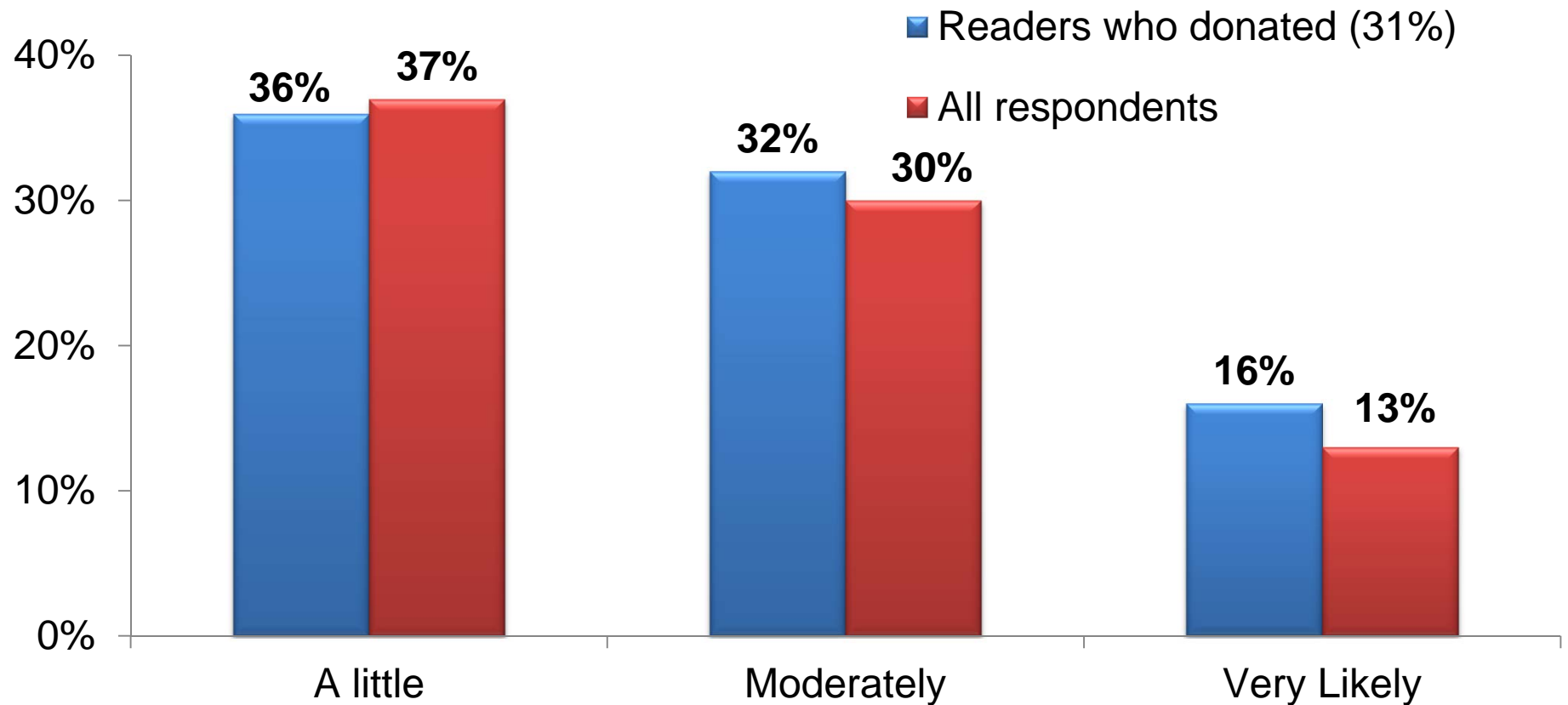
N=59,269

*CASE Member Magazine Readership Survey, sponsored by Qualtrics*



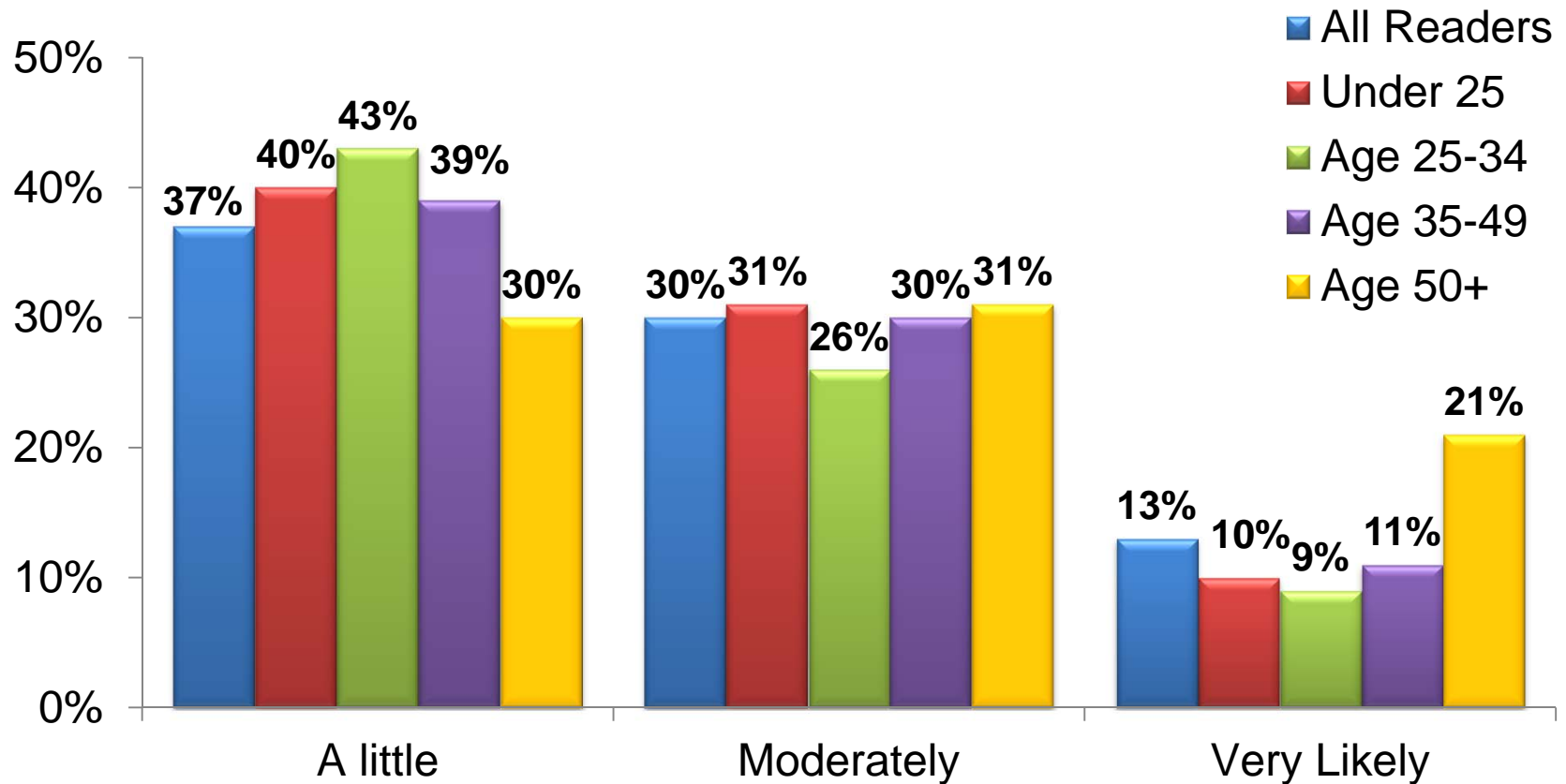
# CASE Online Content: Donors vs. All

*Q.7. If there were additional content available only online, how likely are you to read it?*



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*Q.7. If there were additional content available only online, how likely are you to read it?*



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## ***Magazine Content Areas\****

1. Alumni life and activities
2. Campus life
3. General interest topics
4. Institutional affairs
5. Academic/intellectual life

***\* In ranked order by “Interested” and “Very Interested” preferences combined***

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1 <sup>st</sup> Choice: Alumni Life/Activities	Int./Very Int.	Very Int. Only
Alumni in their professions	1	2
Class notes	2	1
Alumni chapter activities	3	4
Obituaries	4	3
Individual alumni profiles	5	5
Alumni personal lives	6	6
Alumni volunteers	7	7

1=highest, 7=lowest

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2nd Choice: Campus Life	Int./Very Int.	Very Int. Only
Cultural events/performances	1	2
Campus controversies	2	3
Student achievements	3	4
Athletics	4	1
Visiting speakers	5	5
Student issues/opinions	6	6
Extracurricular activities	7	7
Student community service	8	8
Individual student profiles	9	9

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# Rankings: General Interest

3rd Choice: General Interest Topics	Int./Very Int.	Very Int. Only
Issues facing education	1	1
Science/tech./engineering	2	2
Arts and culture	3	3
Environmental issues	4	4
Issues in local community	5	7
Business and industry	6	8
Health and healthcare	7	5
Global/international	8	6
Letters to editor	9	10
Religion/faith-based topics	10	9

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# CASE. Rankings: Institutional Affairs

4th Choice: Institutional affairs	Int./Very Int.	Very Int. Only
History/traditions	1	1
Campus facilities	2	2
Institutional financial status	3	4
Strategic planning	4	3
Message from president	5	5
Admissions policies	6	6
Staff selections/promotions	7	8
Fundraising	8	7
Commencement	9	9
Stories about donors	10	10

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5th Choice: Academic/Intellectual Life	Int./Very Int.	Very Int. Only
Student research/academics	1	1
Faculty research	2	2
Individual faculty profiles	3	3
Curriculum	4	5
Individual courses	5	4
Faculty awards/achievements	6	7
Faculty selection/promotions	7	6
Faculty publications	8	8

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• History/traditions	70.6%	
• Campus facilities	69.2%	
• Alumni in their professions	68.7%	
• Cultural events/perform.	65.9%	
• Campus controversies	64.2%	
• Class notes	64.1%	
• Issues facing education	62.6%	
• Student achievements	61.9%	
• Alumni chapter activities	58.9%	*Int./Very Int. Combined %

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- Faculty awards/achievement 40.5%
- Commencement/convocations/  
ceremonies 40.4%
- Religion/faith-based issues 40.3%
- Faculty selection/promotion/  
retirements 39.6%
- Stories about donors 35.6%
- Faculty publications 35.4%

\*Int./Very Int.  
Combined %

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# CASE Editorial Content Comparison

## Non-donors vs. Donors

## Men vs. Women

	Top choice	Bottom choice	CAMPUS LIFE	Top choice	Bottom choice
<b>Non-donors</b>	Inst. history/ traditions	Stories about donors	<b>Men</b>	Inst. history/ traditions	Faculty pubs
<b>Donors</b>	Inst. history/ traditions	Faculty pubs	<b>Women</b>	Alumni in prof. life	Stories about donors

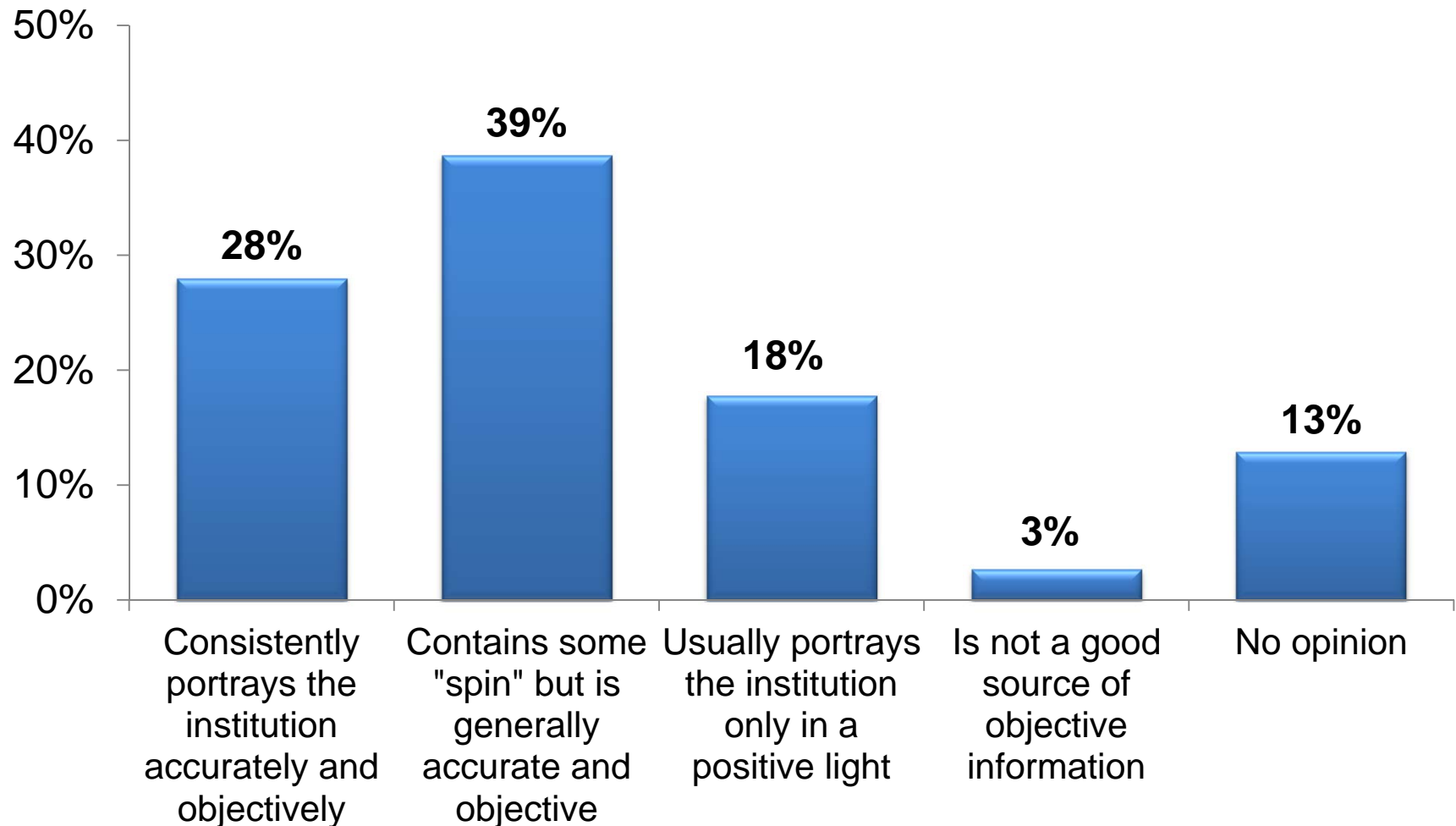
*CASE Member Magazine Readership Survey, sponsored by Qualtrics*

***Q.14: To what degree do you consider [publication name] to be a credible source of information about the institution? (check one)***

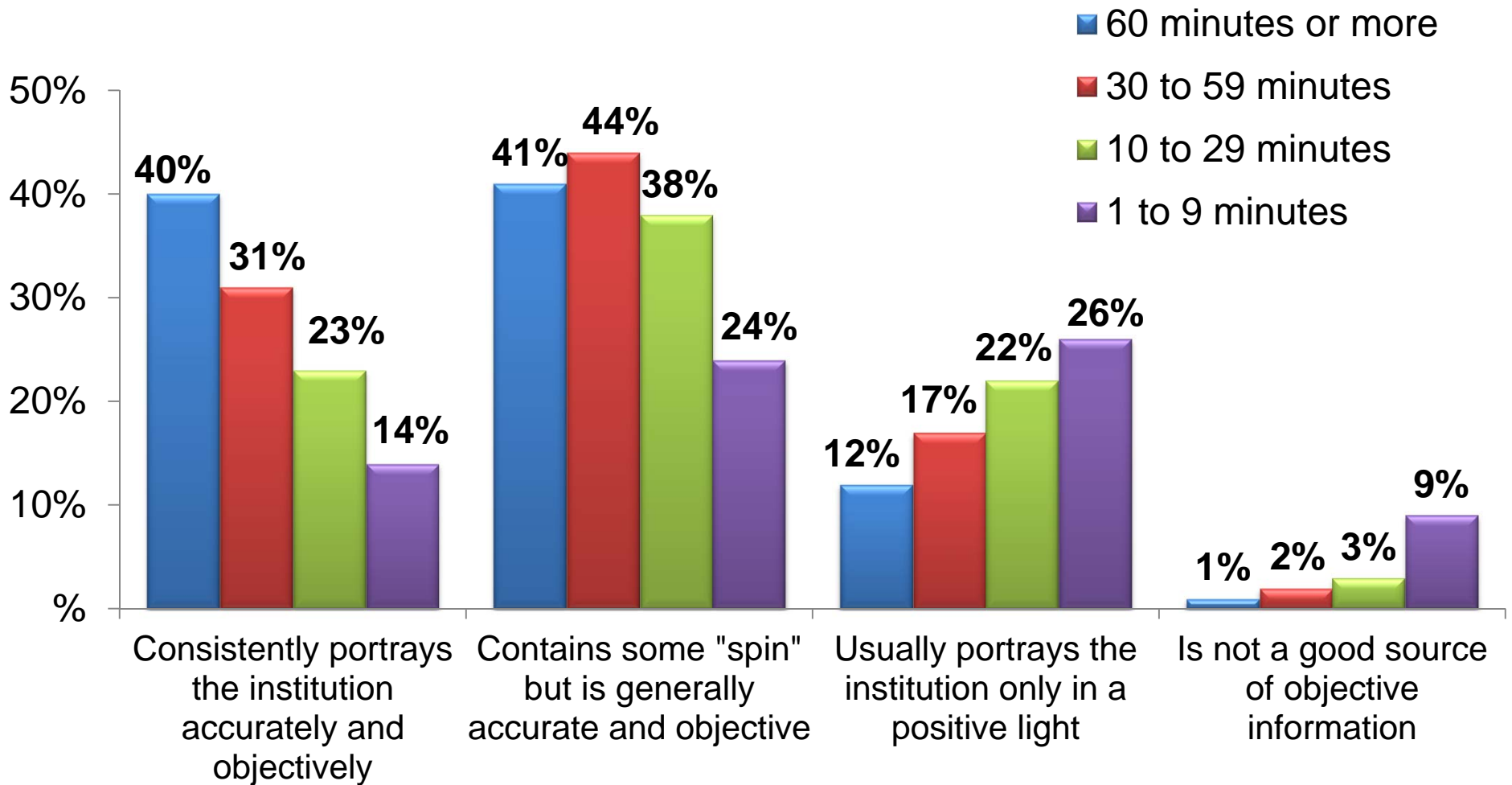
- Consistently portrays the institution accurately and objectively**
- Contains some "spin" but is generally accurate and objective**
- Usually portrays the institution only in a positive light**
- Is not a good source of objective information**
- No opinion**

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*Q.14. To what degree do you consider your institution's publication to be a credible source of information about the institution?*



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- Ongoing dissemination of data.
- User group listserv moderated by Tina Hay, Penn State (MAGSURVEY-L)
- Schools continue to register and run survey
- Database grows, allowing better comparisons among peer schools
- Institutions use individual and peer data to improve magazines, start discussions/build understanding of the role of the magazine



# CASE CASE Survey Landing Page

The screenshot shows the CASE website's 'Samples, Research & Tools' section. At the top, the CASE logo and 'COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION' are displayed. A search bar and a 'Browse by Professional Interest' dropdown menu are visible. The main navigation menu includes 'About CASE', 'Membership', 'Samples, Research & Tools', 'Publications & Products', 'Public Policy', 'Award Programs', 'Conferences & Training', 'Career Central', 'People & Communities', and 'Volunteer Opportunities'. A red arrow points to the 'Samples, Research & Tools' menu item. Below the navigation, a featured article for the 'CASE Member Magazine Readership Survey' is highlighted. A red arrow points to the 'Member Magazine Readership Survey' link in the left sidebar. Another red arrow points to the 'Survey Results' section on the right, which contains a summary of the survey findings and a link to 'Read the survey results'. A third red arrow points to the 'Position Available: Director of Stewardship' advertisement on the right side of the page.

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CASE Code Search

Browse by Professional Interest

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Jeong-Bae Park — Director, Office of Development  
Korea University — Seoul  
South Korea

**Samples, Research & Tools**

Home > Samples, Research & Tools > Benchmarking & Research > Surveys and Studies > Member Magazine Readership Survey

Share Print

**CASE Member Magazine Readership Survey**

The CASE Member Magazine Readership Survey, sponsored by Qualtrics, is a web survey designed to help members evaluate how readers view their campus magazine and benchmark the results.

Participating member institutions receive a summary of their readers' responses and an interactive report with aggregate responses for data comparison with other institutions.

The readership survey was launched in 2009 for magazine editors at colleges, universities and K-12 institutions that are members of CASE.

To learn more about the survey, please review the following documents:

**Survey Results**

First-ever CASE readership survey of institutional magazines reveals key findings about reader preferences and engagement.

[Read the survey results](#)

Position Available:  
Director of Stewardship

... get to the CASE Member Magazine Readership Survey, accompanying materials and this presentation on CASE Web Site (short URL): go to <http://tinyurl.com/ygrauh3>

... join the listserv of participating editors: email [listserv@case.org](mailto:listserv@case.org), leaving the subject line blank and typing “subscribe magsurvey-l” (without the quotation marks) in the body of the email

Thank you!

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Senior Researcher  
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