LINK
FOR COUNSELORS

2018 Subscriber Profile

A report by Paramount Research

PARAMOUNT RESEARCH

1212 Sadler Drive
North Liberty, IA 52317
319.338.7210
paramountresearch.com

Contents

Introduction **3**

Respondent Profile **4**

Organization Type 4

Students Served 5

NACAC Membership 6

About *LINK for Counselors* **7**

Time Spent Reading 7

Pass Along Readership 8

Issue Format Preference 9

Actions Taken 10

Appendix **11**

Introduction

Methodology

Paramount Research utilized the online research methodology for this project. Potential respondents for the study were randomly selected from the magazine subscription list. Email invitations were managed by the magazine with consultation from Paramount Research. All other aspects of the project were under the sole control of Paramount Research.

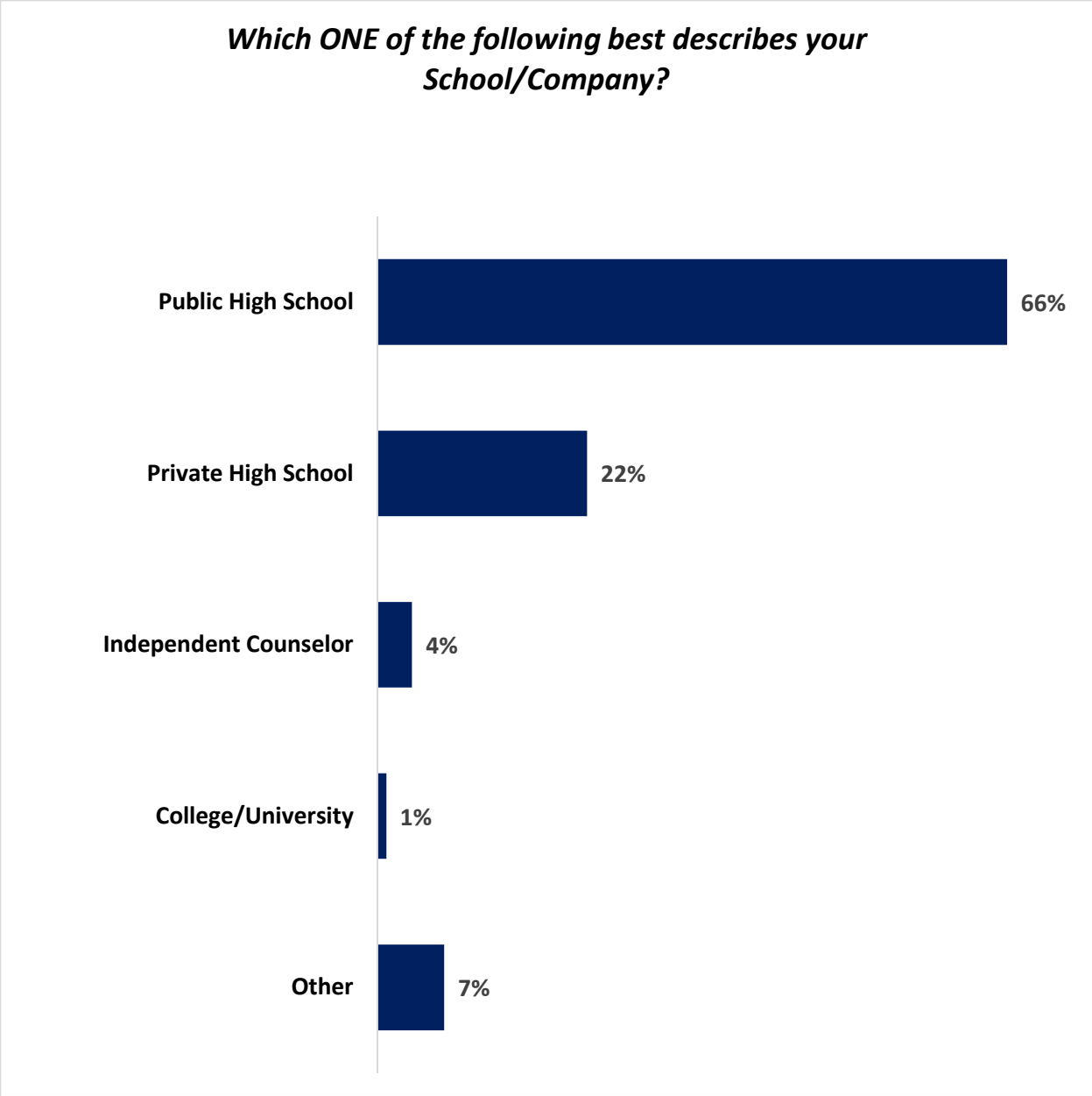
Number of Responses/Margin of Error

Based on 852 survey respondents, the margin of error for this study is **+/- 3.29** percentage points. This means that 95 percent of the time, the study results fall within 3.29 percentage points in either direction of the results that would be found if the entire survey population (*LINK for Counselors* magazine subscribers*)* completed the survey.

Respondent Profile

Organization Type

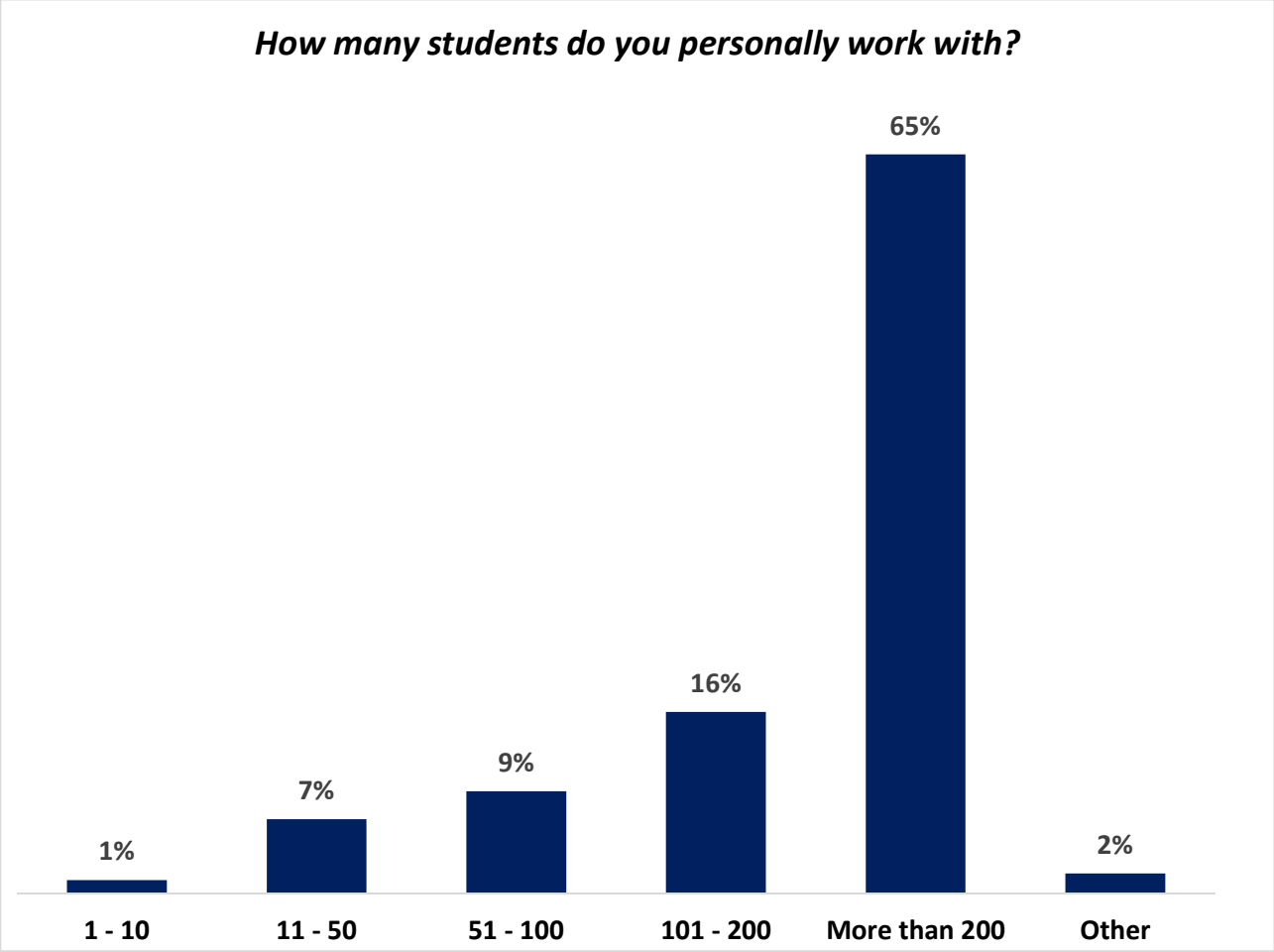
Nearly all respondents work at a public or private high school. The largest segment (66%) work at a public high school. Another one in five (22%) indicated a private high school.



Base = those respondents who answered the question or 852.

Students Served

The majority of respondents (65%) personally work with more than 200 students. One in seven (16%) indicated between 101 and 200 students. Less than one in ten (9%) indicated between 51 and 100 students.

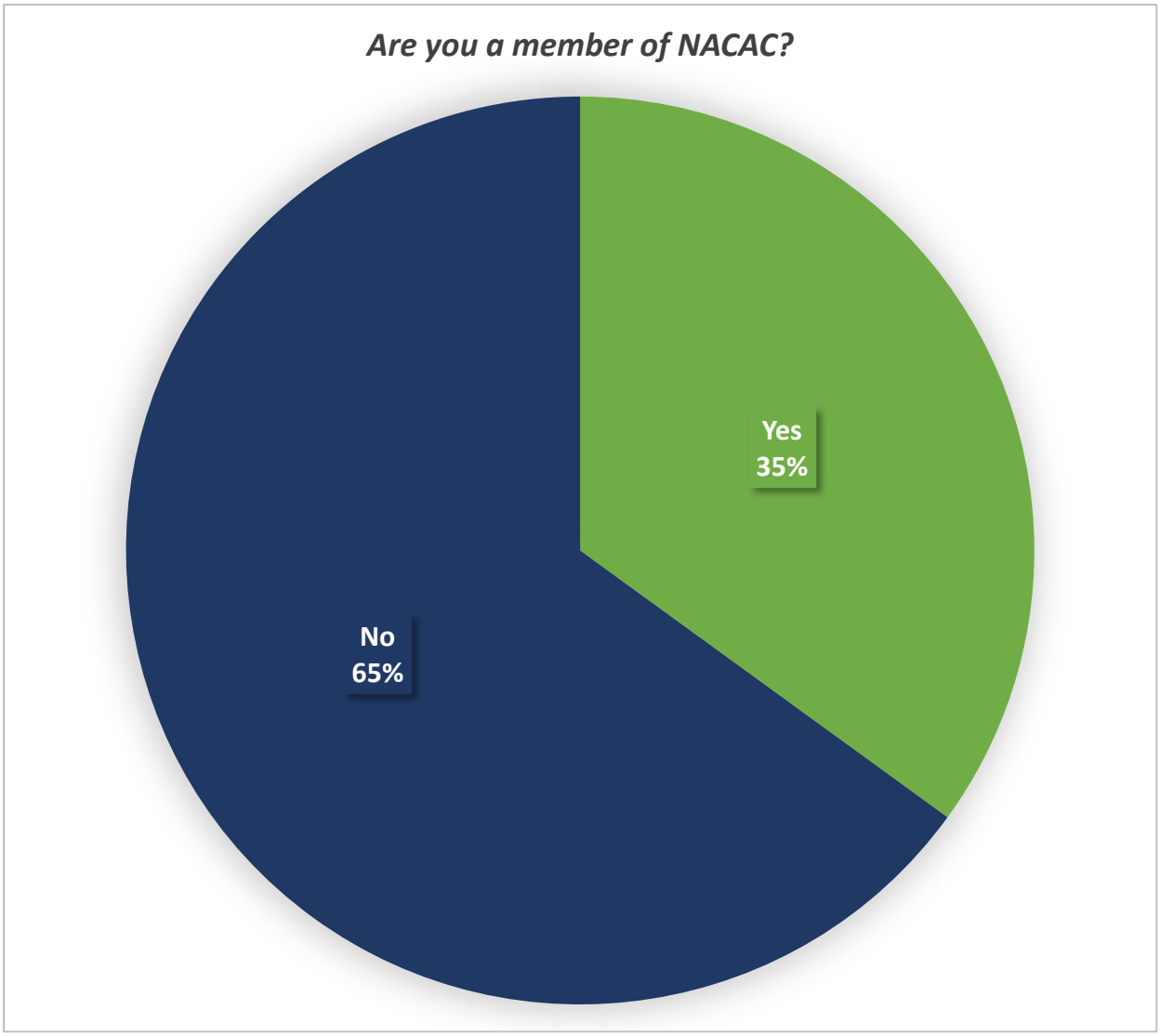


Estimated Mean: 167

Base = those respondents who answered the question or 852.

NACAC Membership

More than one in three respondents (35%) are NACAC members.

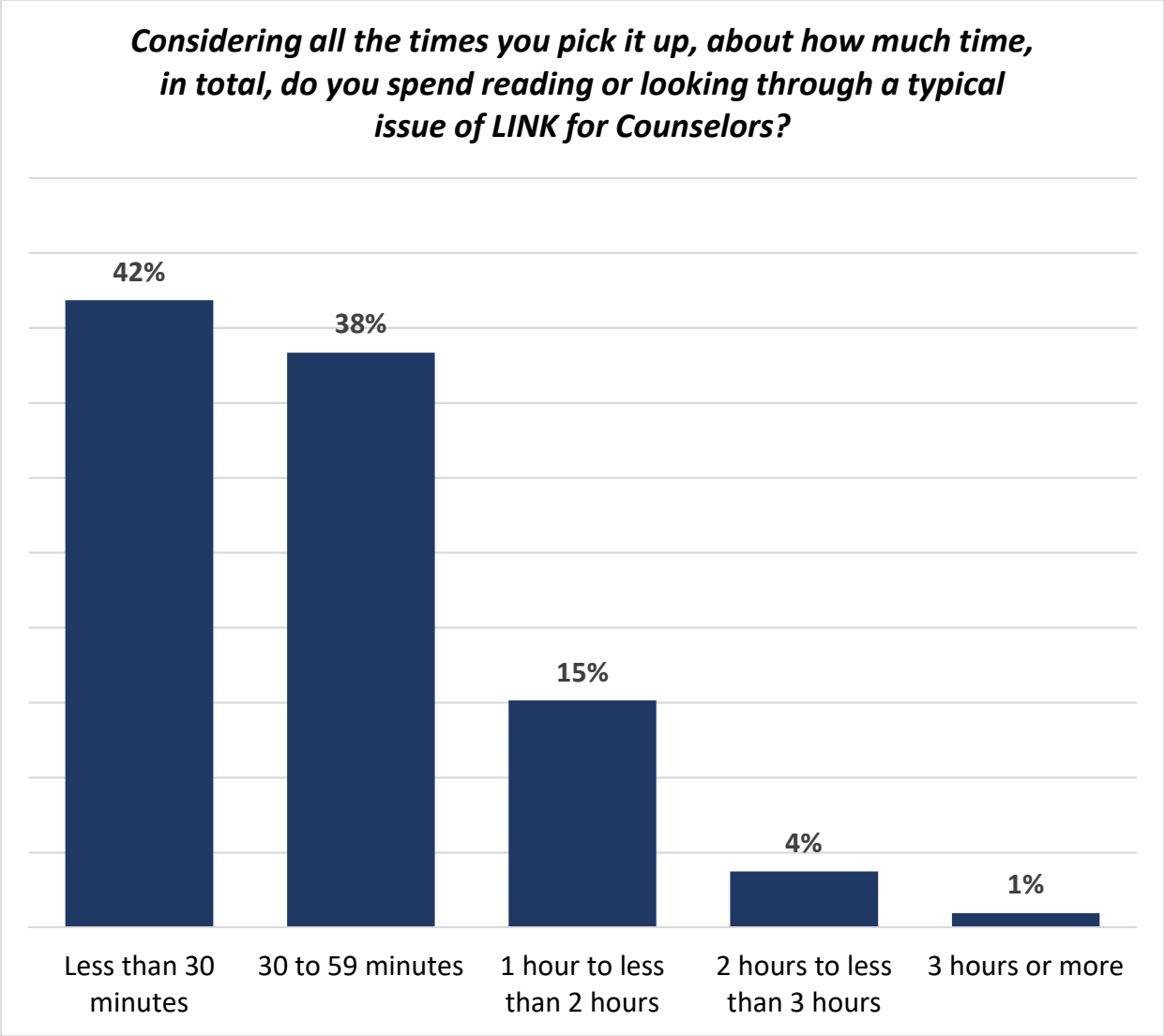


Base = those respondents who answered the question or 851.

About *LINK for Counselors*

Time Spent Reading

The typical respondent spends nearly one and one-half hours (84 minutes) reading or looking through each issue of *LINK for Counselors*. One in five (20%) spend one hour or more with each issue. Another four in ten (38%) indicated between 30 and 59 minutes.

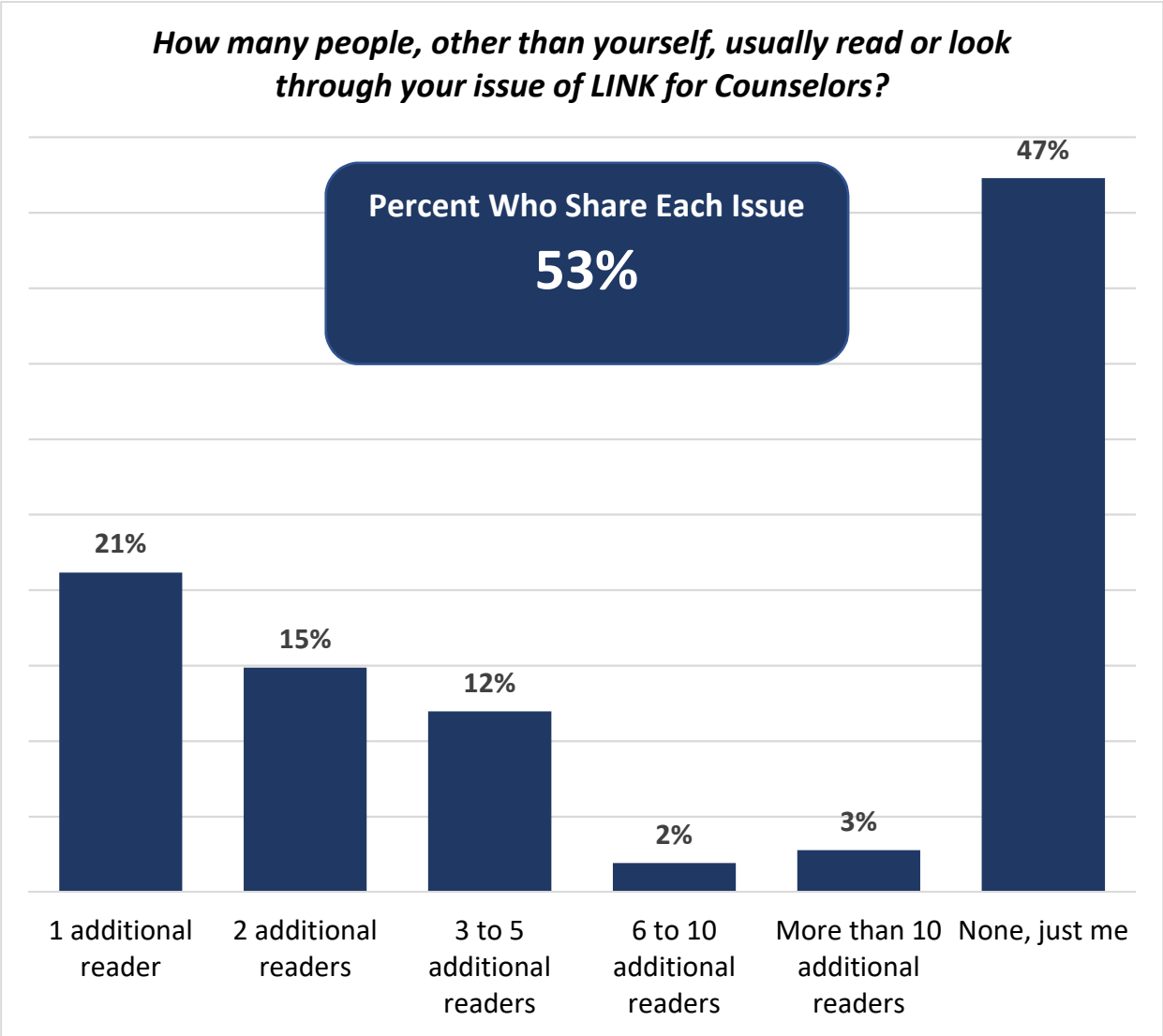


Estimated Mean: 84 minutes

Base = those respondents who answered the question or 832.

Pass Along Readership

More than half of the respondents (53%) share each issue of *LINK for Counselors* with an average of one or more additional readers. One in six (17%) indicated they share each issue with three or more additional readers. Another one in six (15%) indicated two additional readers.

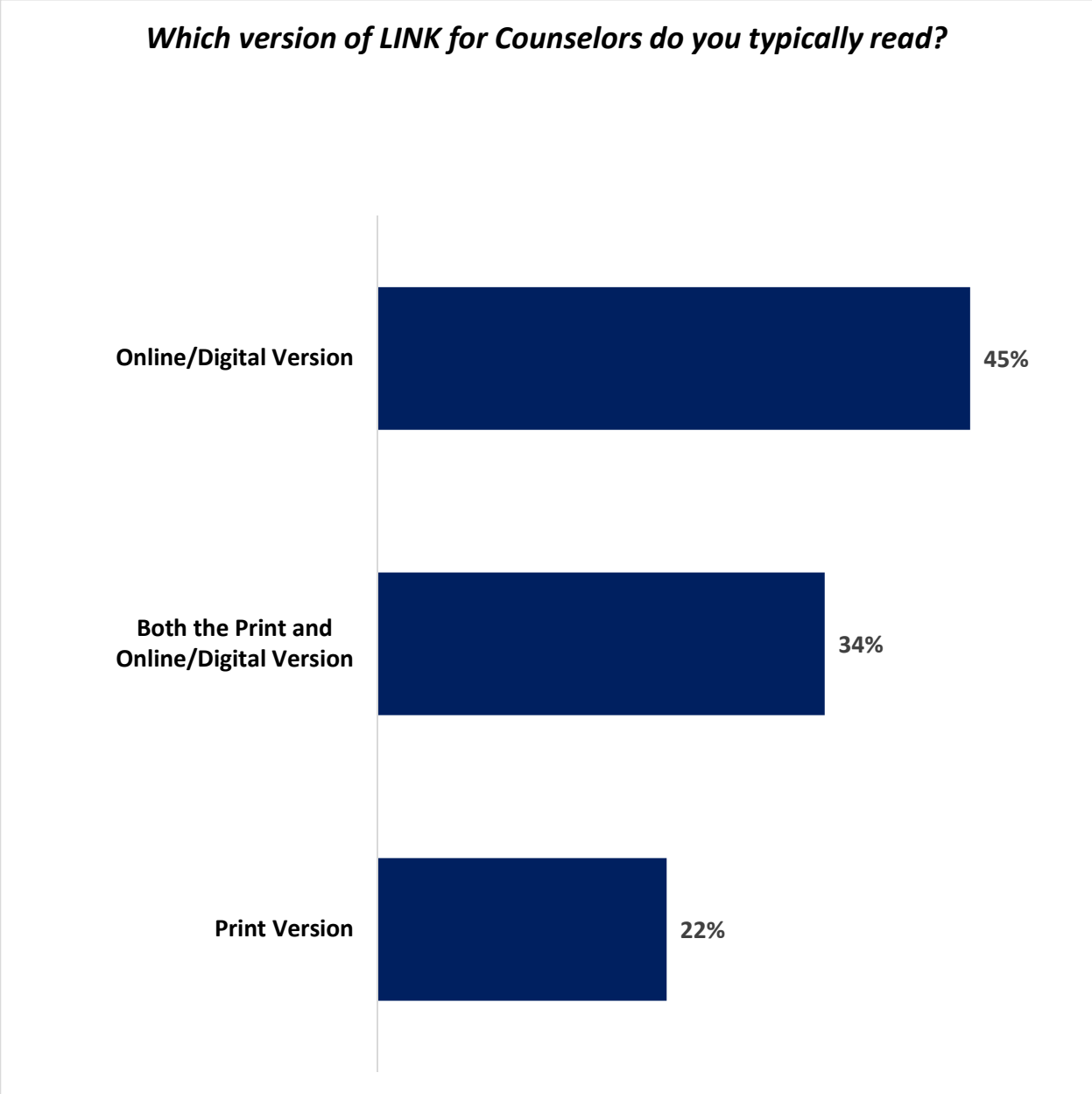


Estimated Mean: 1.5 additional readers

Base = those respondents who answered the question or 827.

Issue Format Preference

The largest segment of respondents (45%) typically read the online/digital version of *LINK for Counselors*. One in three (34%) indicated they typically read both the print and online/digital versions. Another one in five (22%) prefer the print version.



Base = those respondents who answered the question or 852.

Actions Taken

Nearly all of the respondents (93%) indicated they have taken action as a result of advertisements and/or articles in *LINK for Counselors*. More than half have visited an advertiser's/school's website (54%) and/or discussed an advertiser or article with another counselor (51%). Another one in four (27%) have recommended an advertiser/ school to a student.

- ***What action(s) have you taken during the past year as a result of advertisements and/or articles in LINK for Counselors?***

Actions	% Indicating
Visited an advertiser's/school's website	54%
Discussed an advertiser or article with another counselor	51%
Recommended an advertiser/school to a student	27%
Requested additional information from an advertiser/school	13%
Other	7%
No actions taken	7%

Percent who took action: 93%

Base = those respondents who answered the question or 708.

Appendix

Which ONE of the following best describes your School/Company?

- Administration building
- Adult learning
- Advisor in public schools to help students and their parents with financial aid
- All level school counselor (pk-12)
- Association
- Boces
- Career & technical education (2 mentions)
- CBO (2 mentions)
- Central office
- Charter high school (5 mentions)
- Community-based organization
- Currently public elementary counselor
- Director of k-12 counseling services in a public school district
- District director
- Home education k-12
- Intermediate unit (public) placed at a private high school
- Job training
- K-12
- Mid - high 6 - 12
- Middle school and home school 9-12
- Middle school public
- Non-profit college access program
- Non-profit educational organization
- Non-profit college prep program
- Nonprofit organization
- Parochial high school
- Prep center owner
- Private 3k-high school
- Private high school and middle school
- Private k-12 virtual school
- Private prek-12 school
- Public career and technical center
- Public charter high school
- Public jr & sr high school
- Public junior high grades 7-9
- Public k-12 campus
- Public middle school (4 mentions)
- Public school
- Public school district level (2 mentions)
- Public school system
- School district home education
- State education agency
- State education department
- Technical college (public)
- Trio grant program
- Trio program
- Two-year career/tech public high school
- UBLOC charter
- Upward Bound
- Writing coach

How many students do you personally work with?

- Admin assistant so I work with the whole school or individually as needed
- As needed as I coach counselors
- Director
- Director of team of 4 serving 1100 students
- District staff
- I am the college/career counselor for 9-12 students but also take the top 35% seniors as academic counselor
- Lead counselor supervising a staff of 9 counselors
- Registrar for school
- support multiple schools with students
- The number varies from week to week
- varies
- Varies from day to day, as I help the students, but I am not a counselor
- Work with counselors

What action(s) have you taken during the past year as a result of advertisements and/or articles in LINK for Counselors?

- contacted someone mentioned in an article to follow up on a project
- Discussed an article with another staff member.
- Discussed article with students
- Discussed articles with students, esp. in regard to college admissions
- Discussed an article with a student
- Forward info to students/parents
- I have shared information with students from articles that I have read.
- I have used articles in our Twitter feed and monthly newsletter.
- I often utilize the information from articles in my daily counseling activities.
- I share selected articles with students through our texting service
- Implemented ideas from articles with kids
- I've factored some of the info in the articles into how I advise students
- Just investigated a topic further for resources.
- Just read and mentally process the information
- Looked up a school's website online
- posted articles on social media
- Printed information to be used during Parent/Student Junior Conferences which includes college advertisements.
- Provided articles with teachers
- Put articles in our school newsletter
- Recommend articles to students/parents.
- Recommended your articles to students.
- Referred administrators to articles
- share article with parents/students
- Share information with teachers
- Shared an article on Twitter
- Shared an article with staff members
- Shared an article with students and parents
- Shared articles with interested parties
- Shared articles with others
- Shared articles with various students/parents
- shared info w/students
- shared info/links with school community via school website
- shared information with others in the district and families/students
- Shared information with teachers and administrators
- shared with other professionals
- Sharing of tips with students
- Updated programs and presentations for students and parents
- Used as a resource for various means
- Used information in articles to share with students.
- Used some of the information when counseling students.