
LINK
FOR COUNSELORS

2021 Subscriber Profile

A report by Paramount Research



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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.

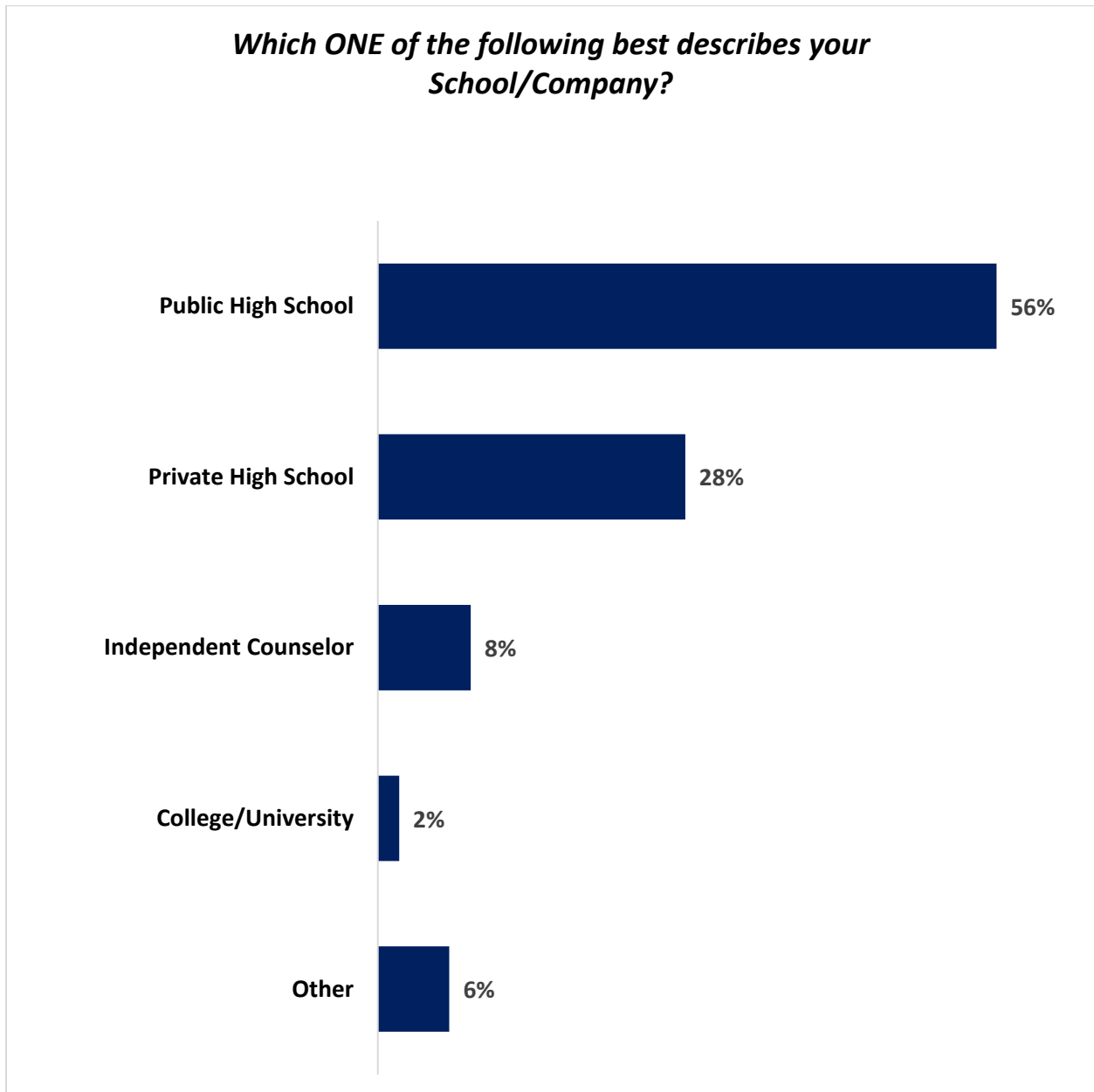
Number of Responses/Margin of Error

Based on 311 survey respondents, the margin of error for this study is +/- 5.51 percentage points. This means that 95 percent of the time, the study results fall within 5.51 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

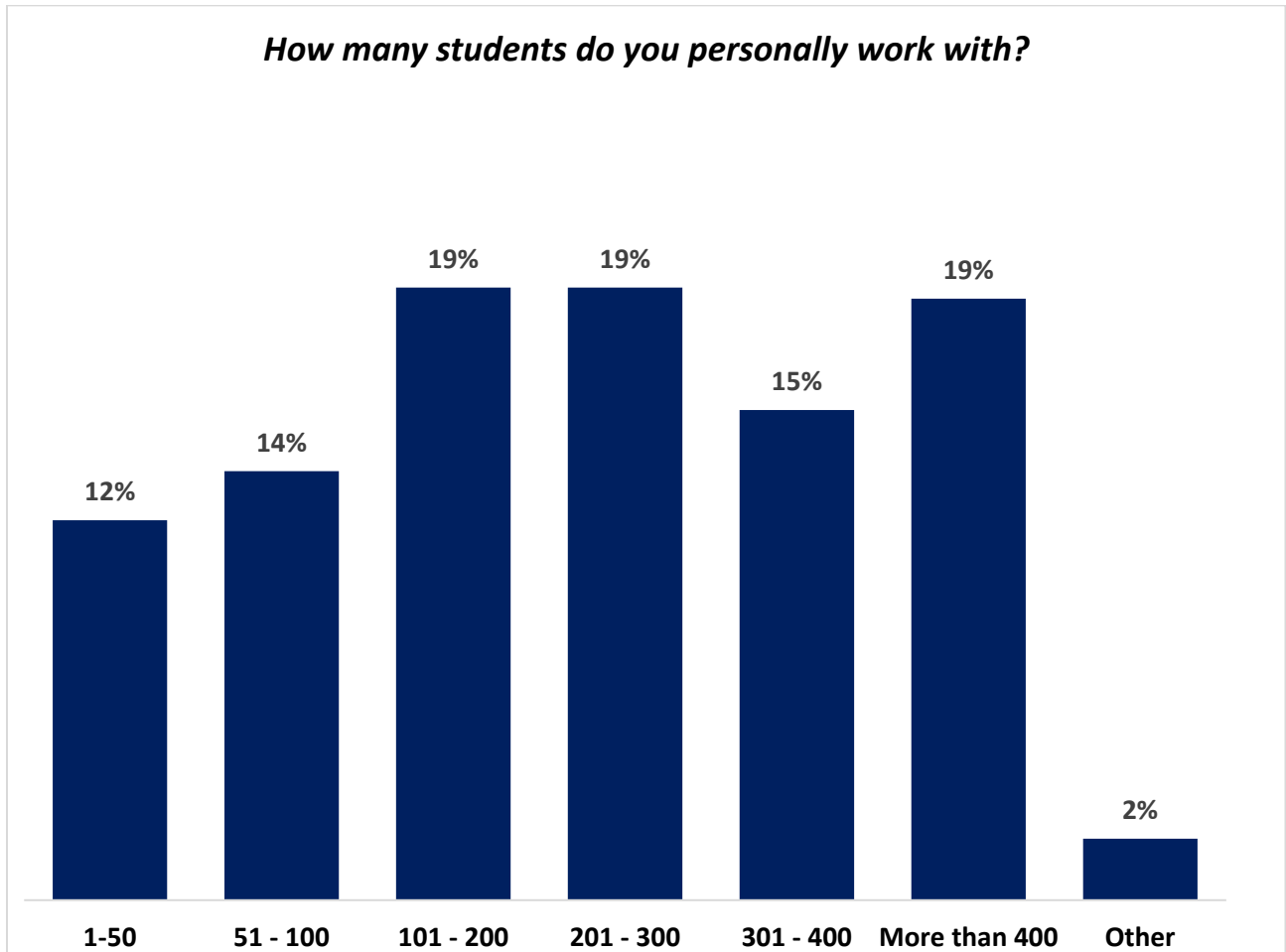
Nearly all respondents work at a public or private high school. The largest segment (56%) work at a public high school. Another three in ten (28%) indicated private high school.



Base = those respondents who answered the question or 311.

Students Served

Most respondents (53%) personally work with more than 200 students. Another two in ten (19%) indicated between 101 and 200 students. Slightly less (14%) indicated between 51 and 100 students.

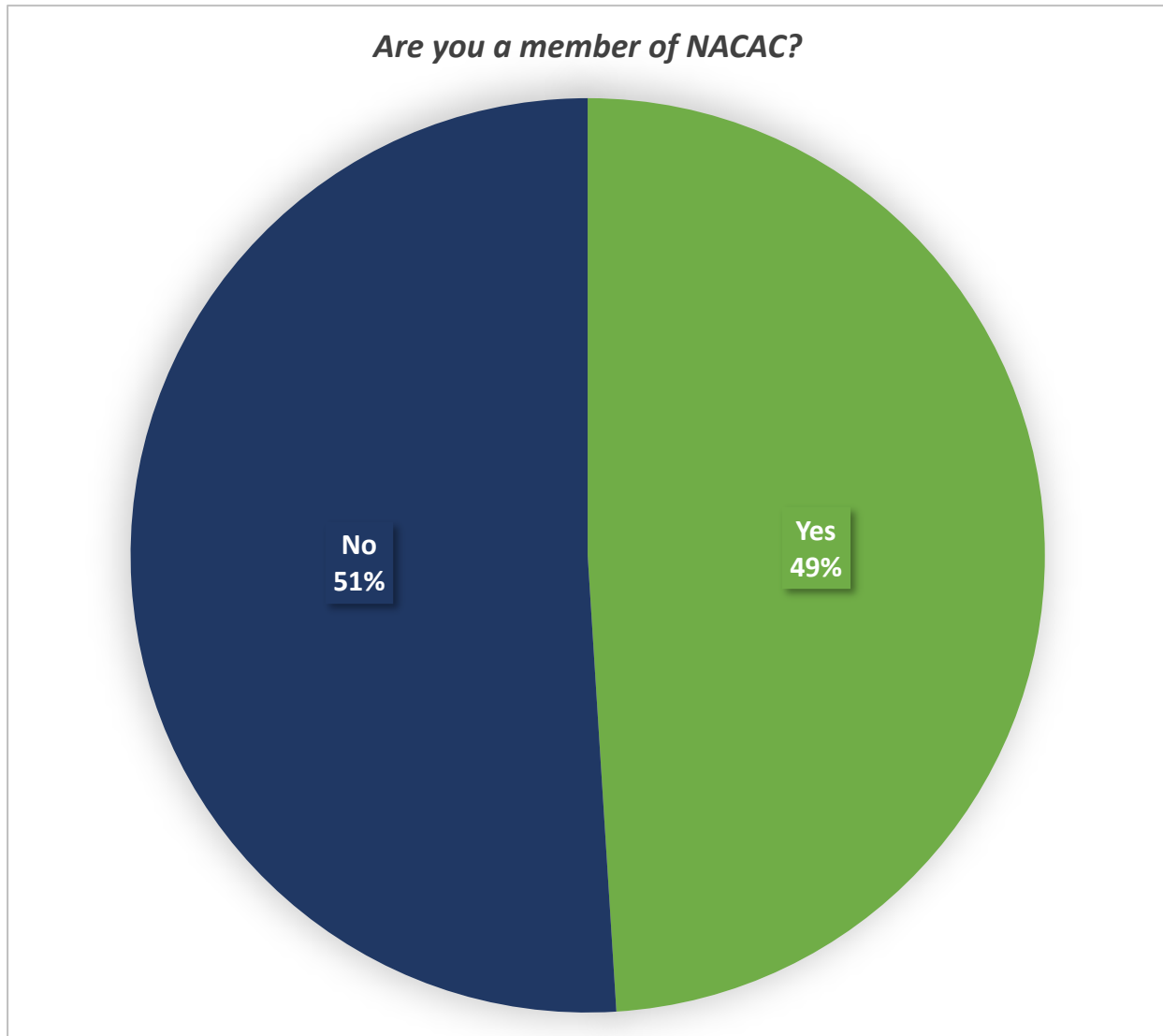


Estimated Mean: 234

Base = those respondents who answered the question or 310.

NACAC Membership

More than half of the *Link for Counselors* subscribers (51%) are not NACAC members.

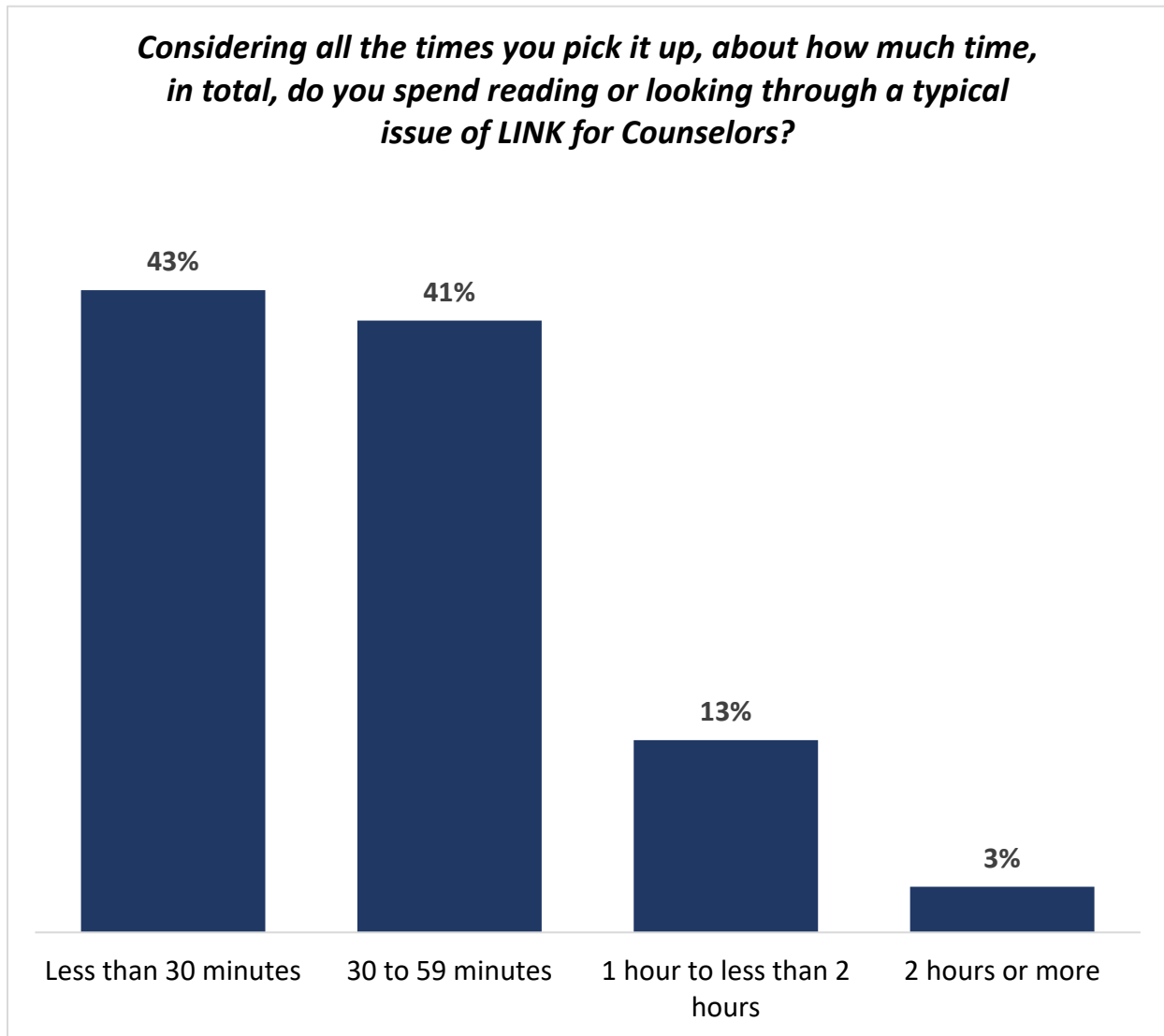


Base = those respondents who answered the question or 310.

About *LINK for Counselors*

Time Spent Reading

The typical respondent spends nearly one hour (48 minutes) reading or looking through each issue of *LINK for Counselors*. One in six (16%) spend one hour or more with each issue. Four in ten (41%) indicated between 30 and 59 minutes.

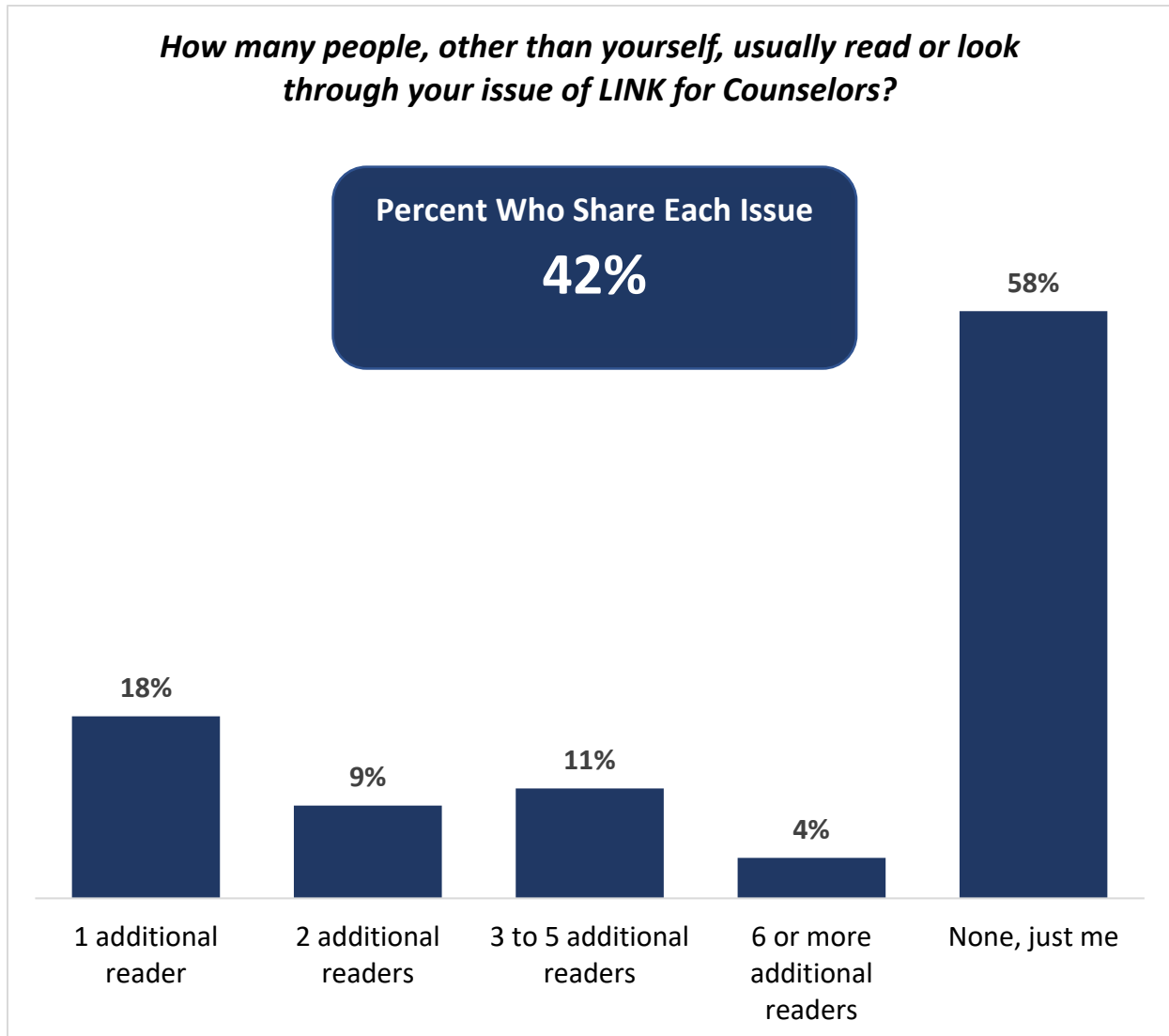


Estimated Mean: 48 minutes

Base = those respondents who answered the question or 296.

Pass Along Readership

More than four in ten respondents (42%) share each issue of *LINK for Counselors* with an average of one or more additional readers. One in six (15%) indicated they share each issue with three or more additional readers. Another one in ten (9%) indicated two additional readers.

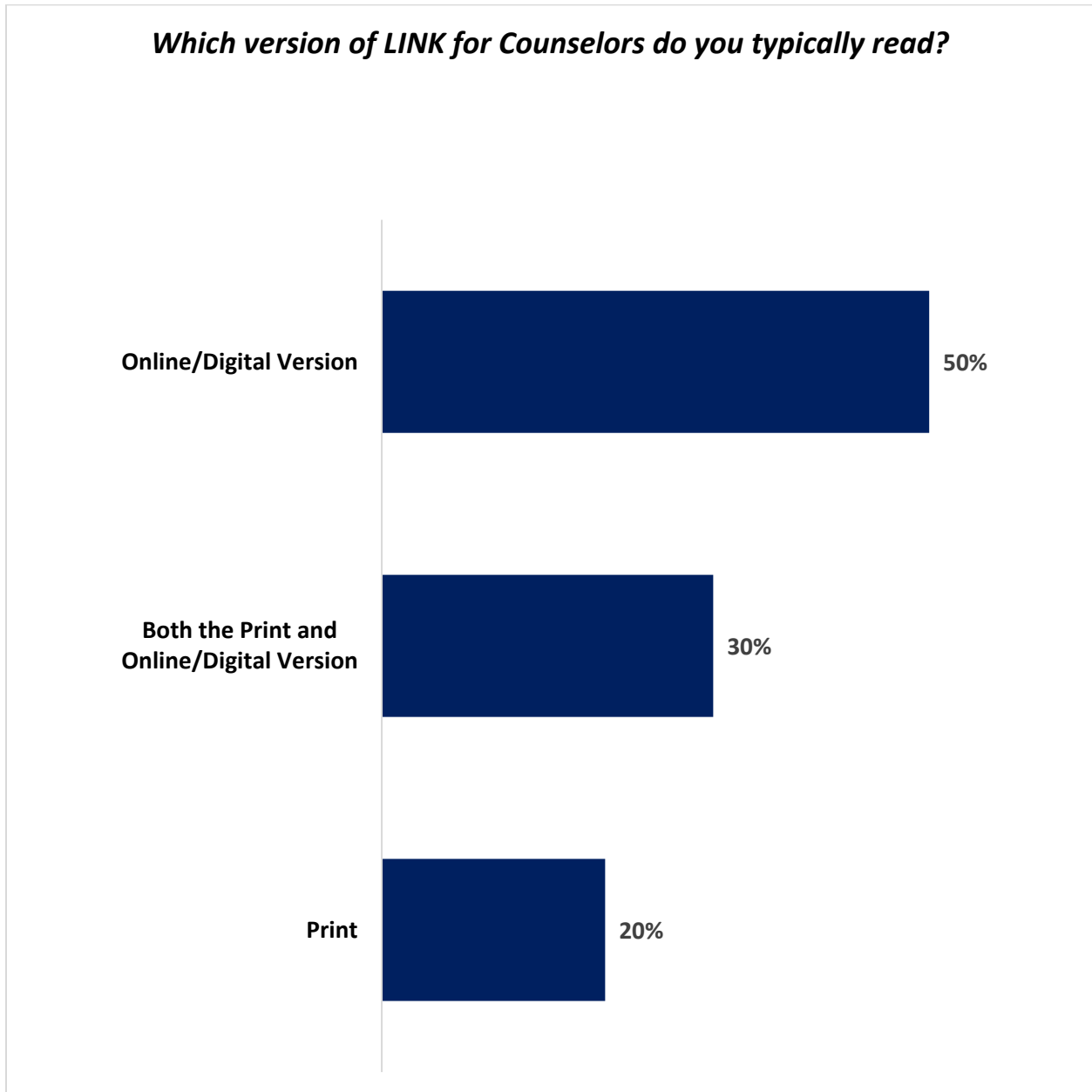


Estimated Mean: 1.1 additional readers

Base = those respondents who answered the question or 294.

Issue Format Preference

The largest segment of respondents (50%) typically read the online/digital version of *LINK for Counselors*. Three in ten (30%) indicated they typically read both the print and online/digital versions. Another two in ten (20%) prefer the print version.



Base = those respondents who answered the question or 296.

Actions Taken

Nearly all the respondents (92%) indicated they have taken action as a result of advertisements and/or articles in *LINK for Counselors*. More than four in ten (46%) have visited an advertiser's/school's website. Slightly less (45%) discussed an advertiser or article with another counselor. Another one in four (24%) 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?***

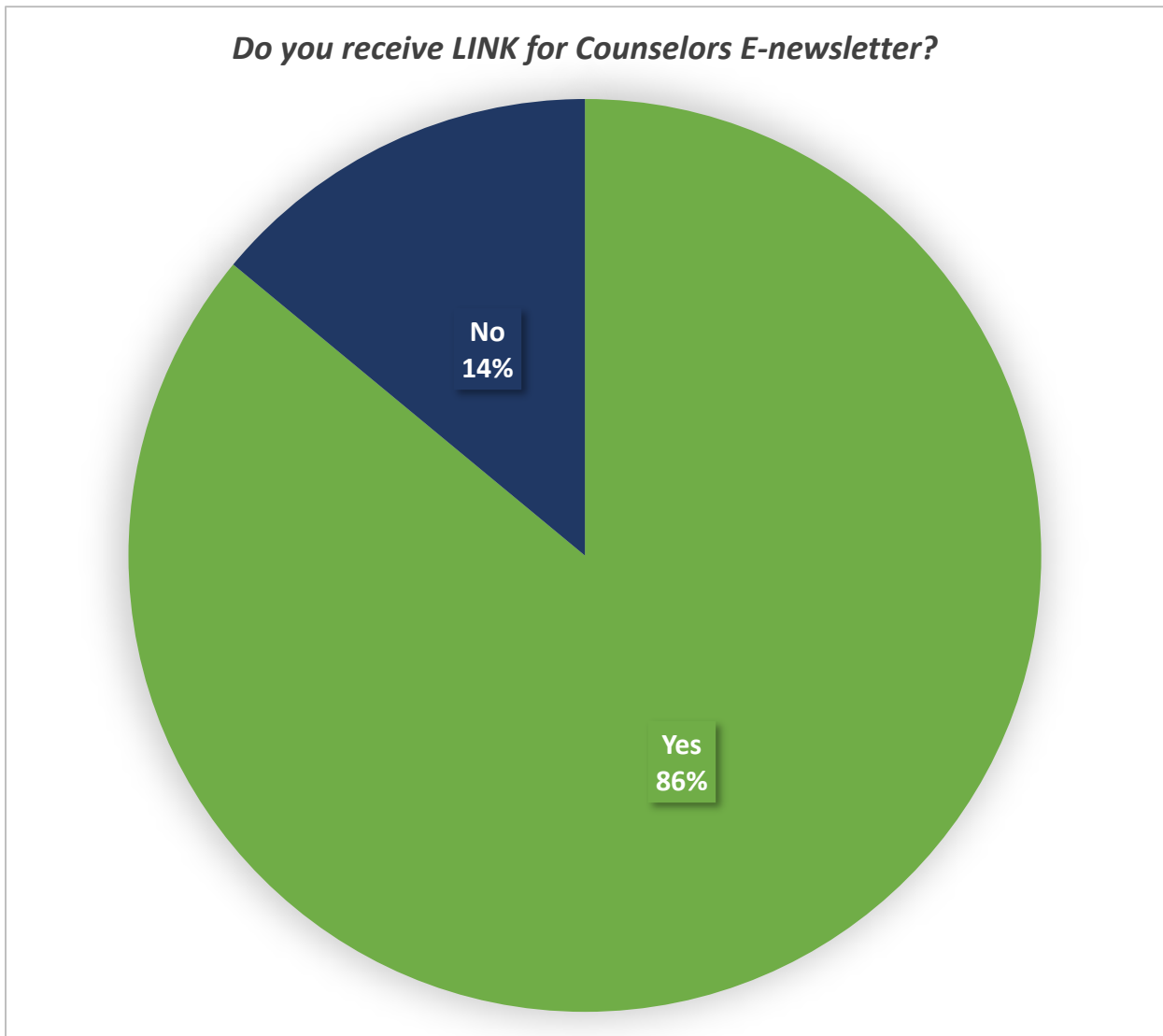
Actions	% Indicating
Visited an advertiser's/school's website	46%
Discussed an advertiser or article with another Counselor	45%
Recommended an advertiser/school to a student	24%
Requested additional information from an advertiser/school	9%
Other	10%
No action taken	8%

Percent Who Took Action: 92%

Base = those respondents who answered the question or 259.

E-newsletter Receivership

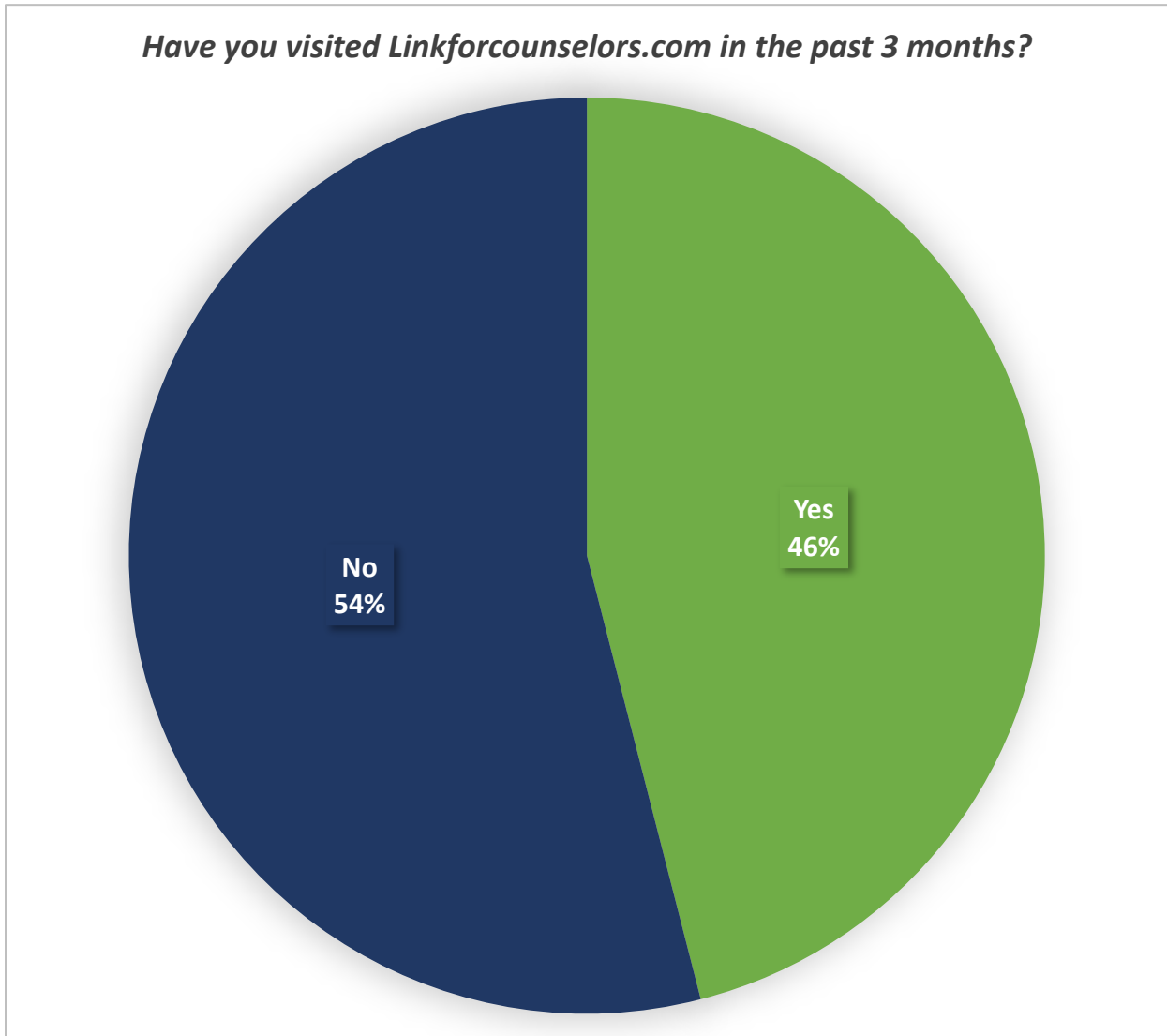
The vast majority of respondents (86%) receive the *LINK for Counselors E-newsletter*.



Base = those respondents who answered the question or 290.

Website Visit

Nearly half of the respondents (46%) have visited the *LINK for Counselors* website within the past 3 months.



Base = those respondents who answered the question or 290.

Appendix

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

- Career and Technical Education
- Charter HS
- Charter School K-12
- Community Based Organization
- Early College
- Elementary
- Elementary school counselor & college admissions private counselor
- Independent High School
- Middle School
- Middle School, High School, & College Counselor
- Public elementary
- Public Elementary School
- Public Junior High
- Public Middle School
- Public middle school
- Retired now but practicing independently
- School District Home Education
- Simon Scholars Program
- TRIO Program UBMS
- TRIO Upward Bound Program

How many students do you personally work with?

- Coordinator at the district level
- District Administrator
- elementary school 350 / high school 25-50+ annually
- None on a continuous daily basis

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

- Article as a resource

- Connected with the CEO of a corporation based on an article
- discussed with others or recommended others read
- I really enjoy the handouts and have used them on my Google Classroom
- Included information from LINK in informational emails to students
- no action with advertisements, share article info
- printed off downloads to hand out/make available
- provided information to a student
- Read articles and shared relevant resources with students
- read info.... no advertising needs or interest.. except Landmark for special needs
- Read the blog
- Recommended LINK to other counselors
- Sent articles to my students.
- Shared articles with students
- shared information with students
- shared some of the articles with my students and parents
- Skim over mostly
- took notes on articles for future reference
- used info to pass along to parents & students
- Viewed Scholarships
- Visited a web site referenced in an article
- Was reminded me of a college that had been off my radar