



2023 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.

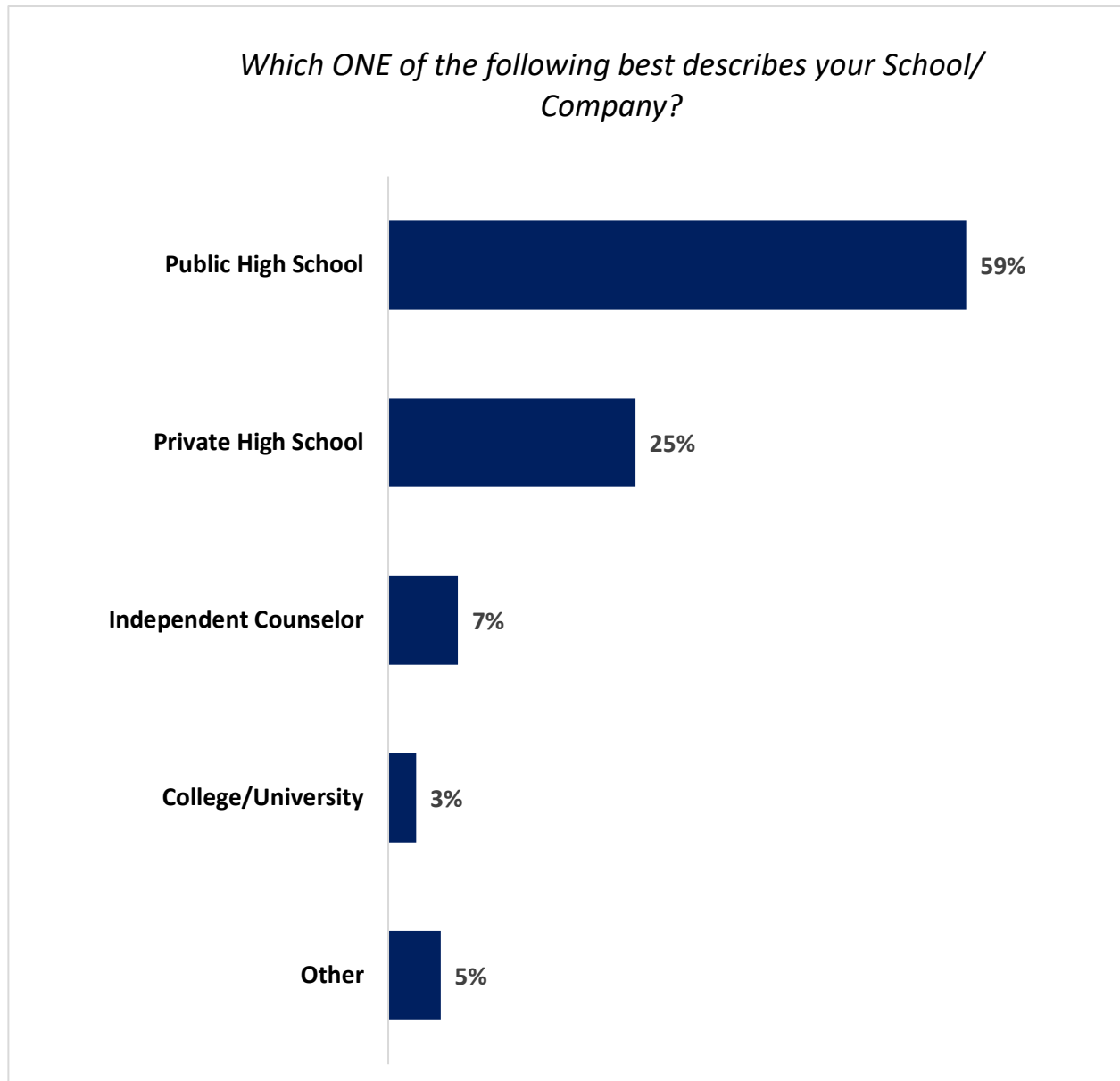
Number of Responses/Margin of Error

Based on 280 survey respondents, the margin of error for this study is **+/- 5.82** percentage points. This means that 95 percent of the time, the study results fall within 5.82 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

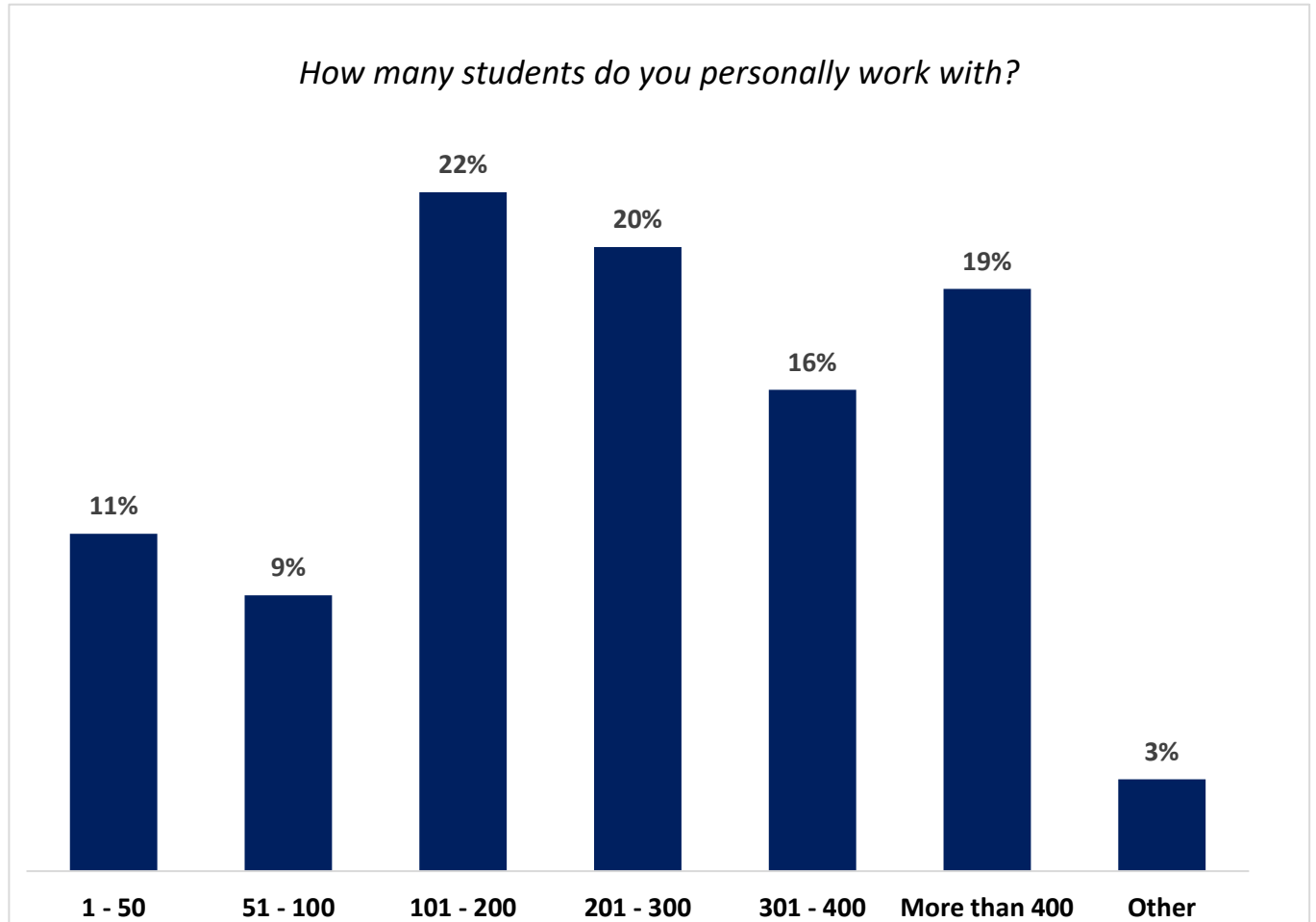
Nearly all respondents work at a public or private high school. The largest segment (59%) work at a public high school. Another one in four (25%) indicated private high school.



Base = those respondents who answered the question or 280.

Students Served

Most respondents (58%) personally work with more than 200 students. Two in ten (22%) indicated between 101 and 200 students. Another one in ten (9%) indicated between 51 and 100 students.

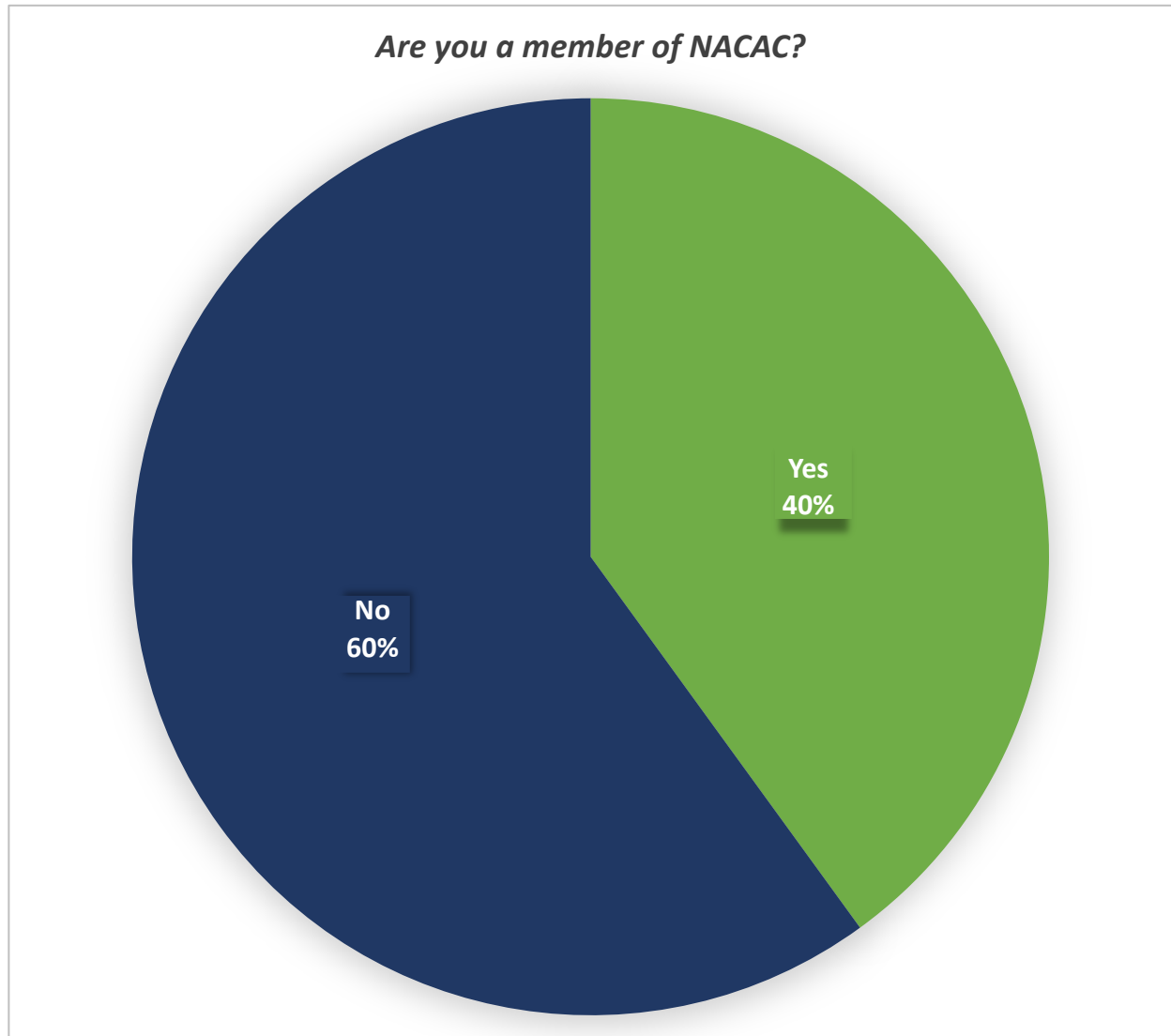


Estimated Mean: 247

Base = those respondents who answered the question or 280.

NACAC Membership

Six in ten of the *Link for Counselors* subscribers (60%) are not NACAC members.

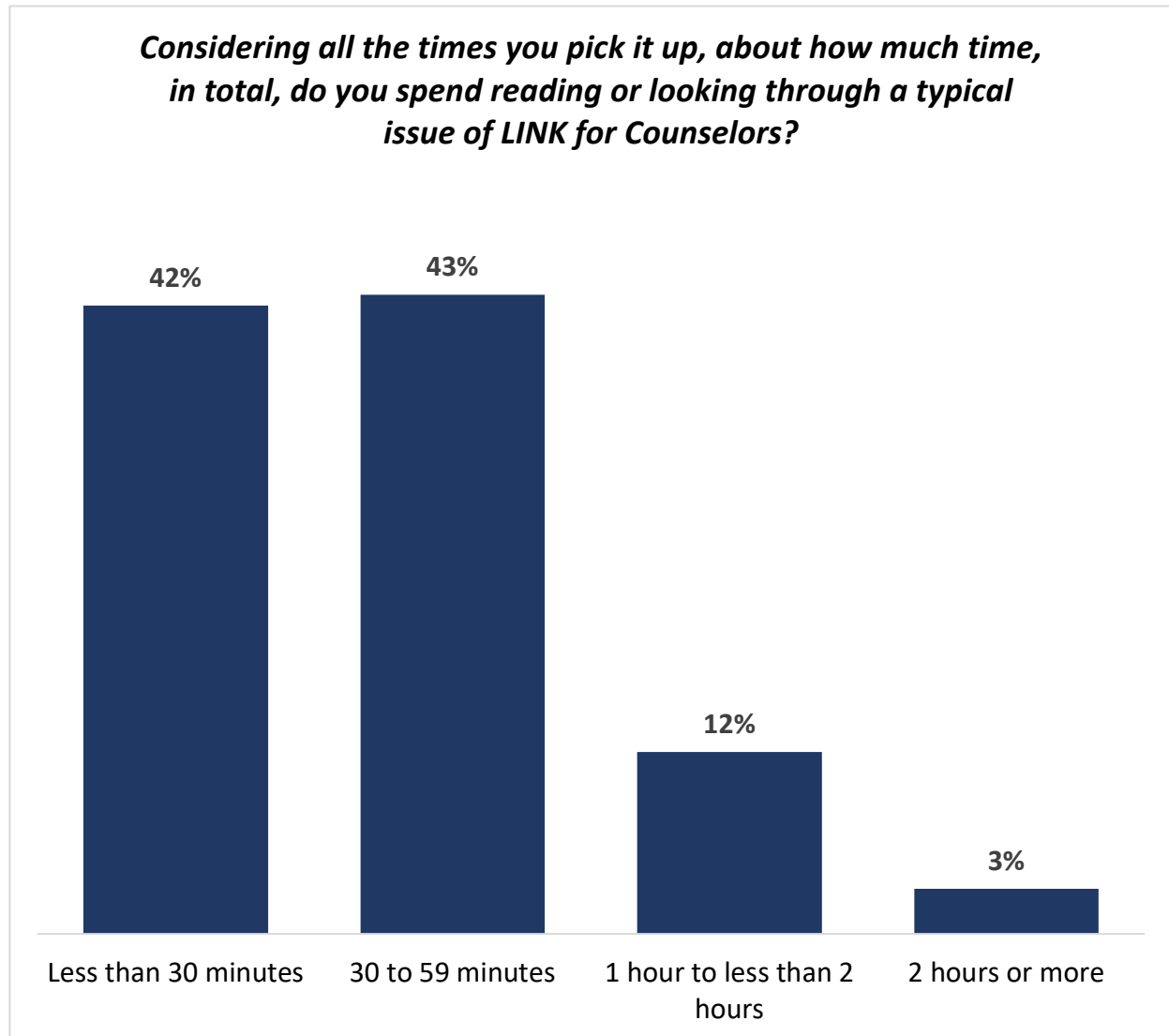


Base = those respondents who answered the question or 279.

About *LINK for Counselors*

Time Spent Reading

The typical respondent spends three quarters of an hour (47 minutes) reading or looking through each issue of *LINK for Counselors*. More than one in ten (15%) spend one hour or more with each issue.

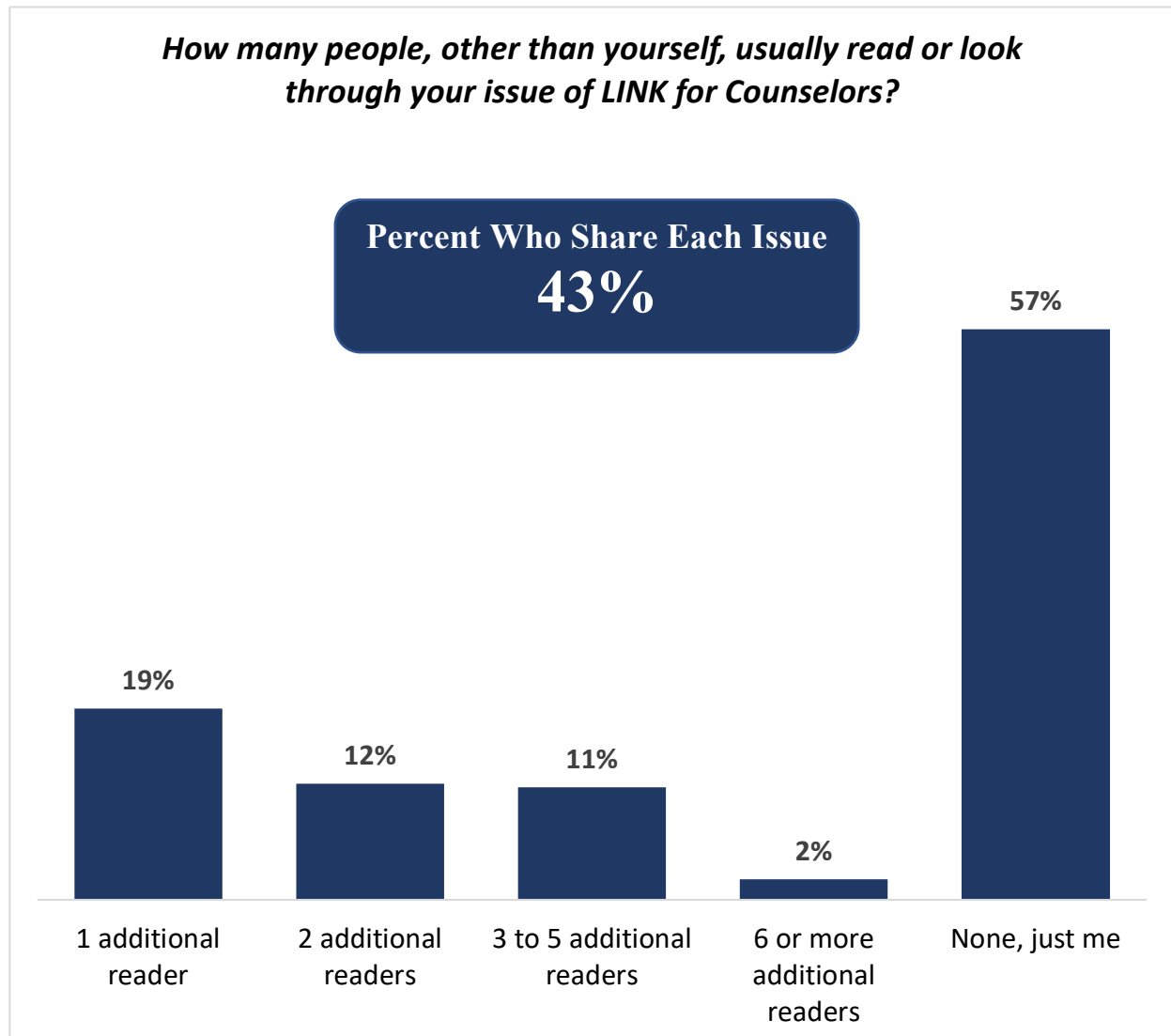


Estimated Mean: 47 minutes

Base = those respondents who answered the question or 272.

Pass Along Readership

More than four in ten respondents (43%) share each issue of *LINK for Counselors* with an average of one additional reader. More than one in ten (13%) indicated they share each issue with three or more additional readers. Another one in ten (12%) indicated two additional readers.

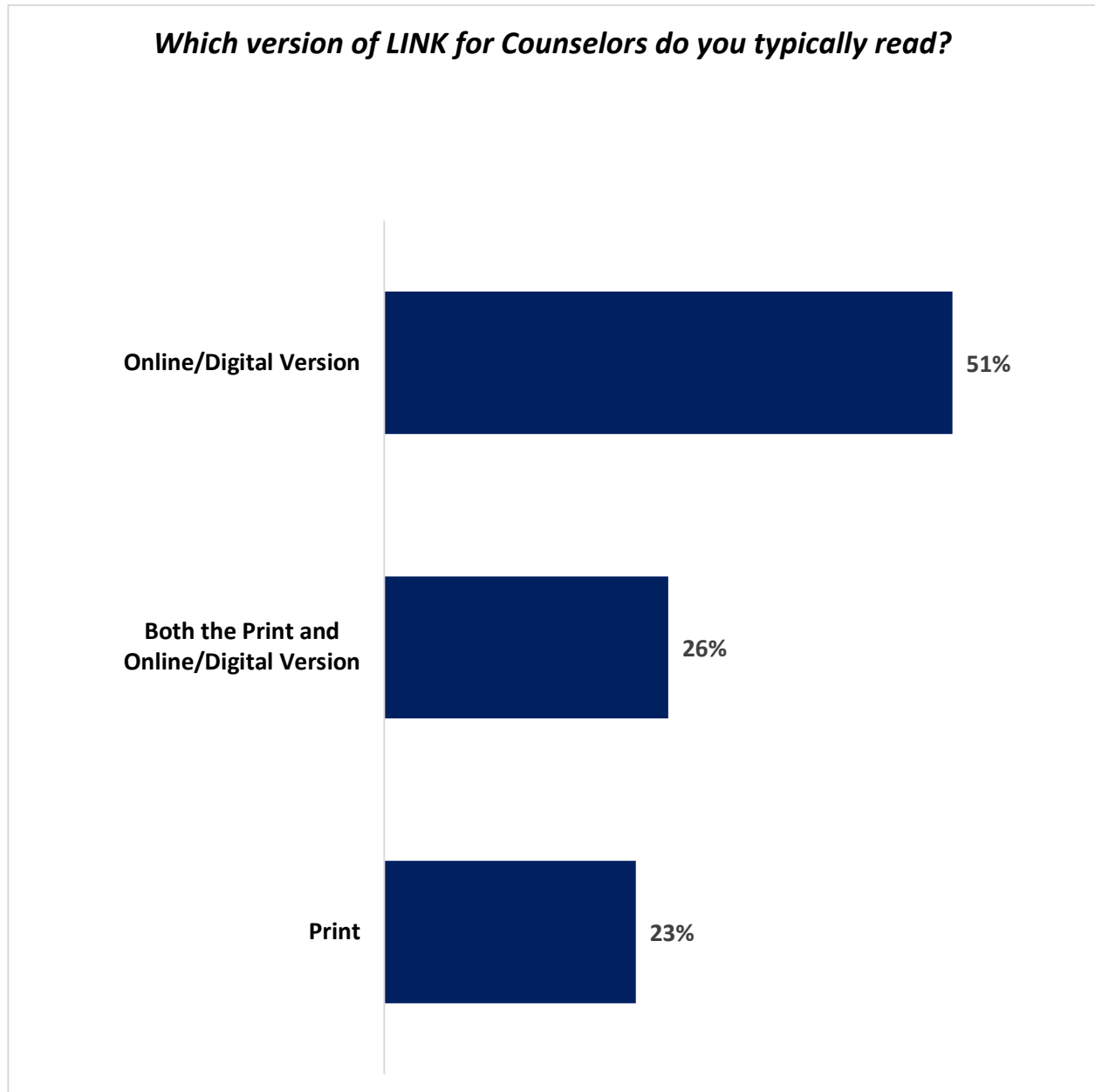


Estimated Mean: 1 additional reader

Base = those respondents who answered the question or 269.

Issue Format Preference

More than half of the respondents (51%) typically read the online/digital version of *LINK for Counselors*. Another one in four (26%) typically read both versions.



Base = those respondents who answered the question or 272.

Actions Taken

Nearly all the respondents (94%) indicated they have taken action as a result of advertisements and/or articles in *LINK for Counselors*. More than half (54%) have visited an advertiser's/school's website. Four in ten (43%) discussed an advertiser or article with another counselor. Another one in four (23%) 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?***

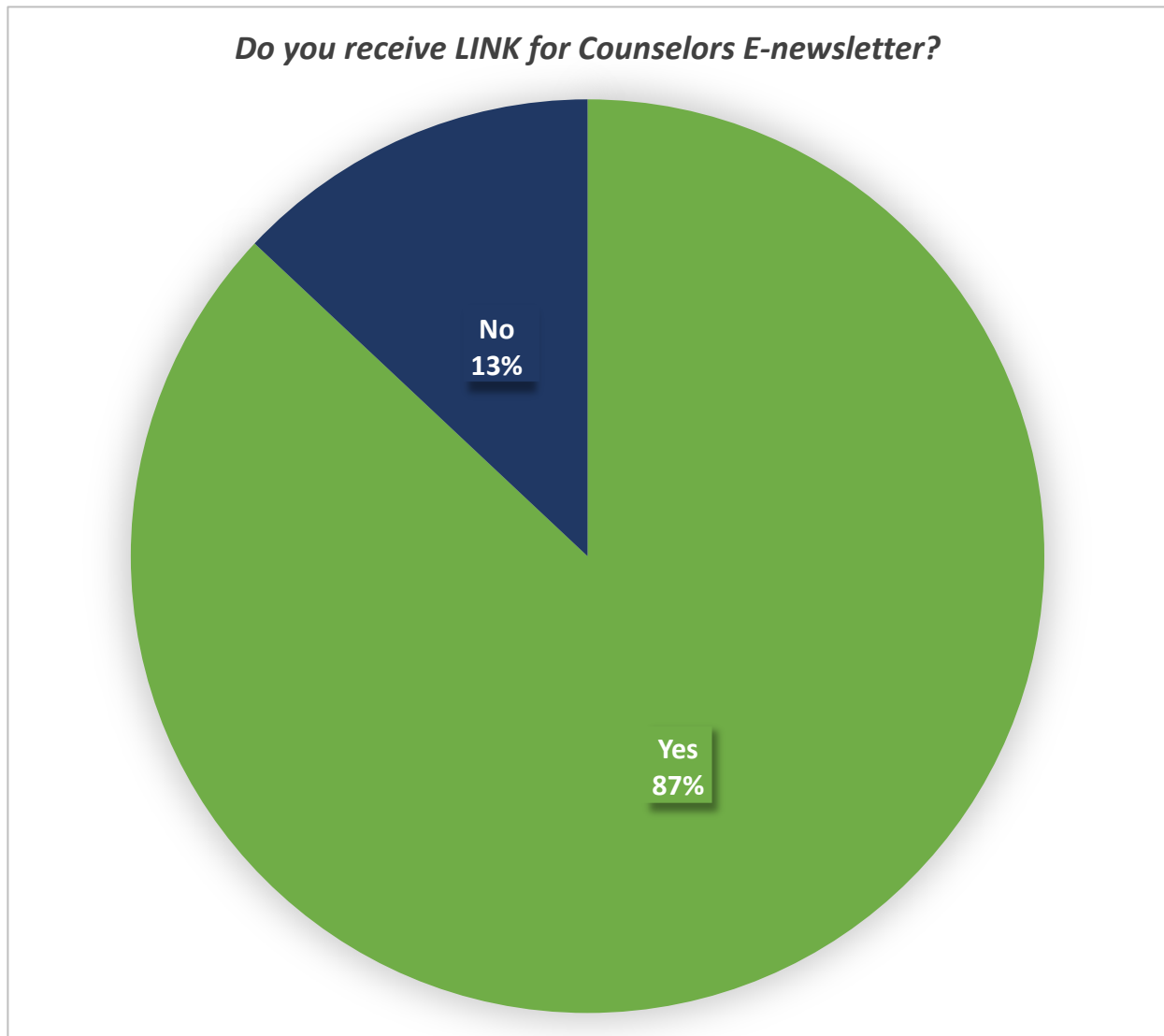
| Actions | % Indicating |
|--|--------------|
| Visited an advertiser's/school's website | 54% |
| Discussed an advertiser or article with another Counselor | 43% |
| Recommended an advertiser/school to a student | 23% |
| Requested additional information from an advertiser/school | 8% |
| Other | 6% |
| No actions Taken | 6% |

Percent Who Took Action: 94%

Base = those respondents who answered the question or 213.

E-newsletter Receivership

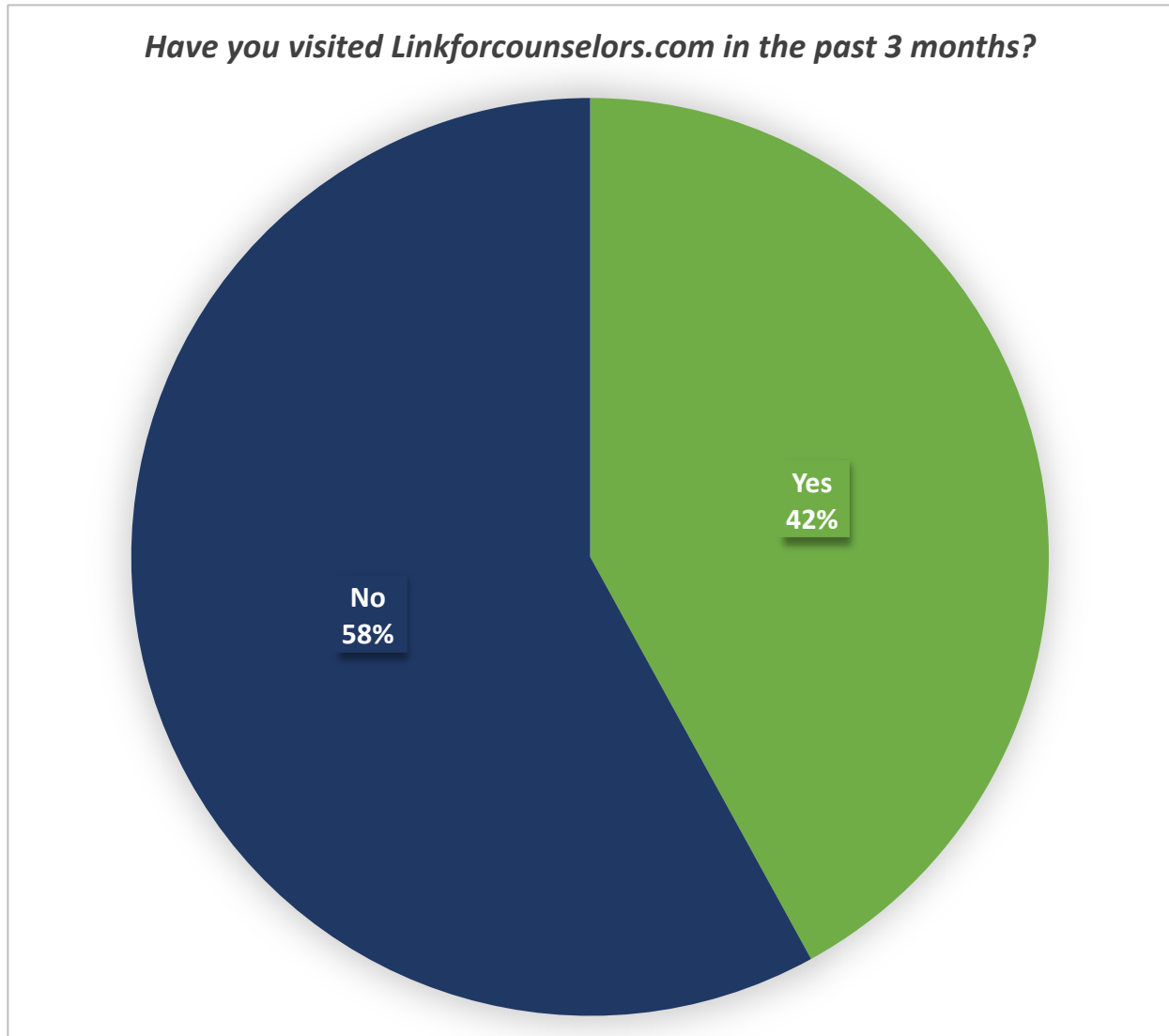
The vast majority of respondents (87%) receive the *LINK for Counselors E-newsletter*.



Base = those respondents who answered the question or 269.

Website Visit

More than four in ten respondents (42%) have visited the *LINK for Counselors* website within the past 3 months.



Base = those respondents who answered the question or 264.

Appendix

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

Those who indicated 'Other' wrote in the following:

- 34 yrs. public/ 13 in private school and volunteer for church youth group
- Adult Education
- Alternate Learning Center 6-12
- Charter K-12
- Counselor Consultant for PreK -12
- CTE
- DAEP
- independent counselor and volunteer advisor to CBO
- non-public, therapeutic school
- Public Charter High School
- Public Charter Secondary School
- Public High School grades 6-12
- public middle school
- Public Tech Center for high school students and adults
- School District

How many students do you personally work with?

Those who indicated 'Other' wrote in the following:

- 1800
- Caseloads near 700!
- District wide support
- HS Alternative School
- I work as a liaison for the schools, students, and educators with our local workforce.
- Not assigned alpha or grade
- Work as a director of admissions

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

Those who indicated 'Other' wrote in the following:

- added an article in my personal Professional Development file to revisit later.
- Investigated/read article further.
- Just looked through it.
- Read helpful articles about essay writing.
- I read the articles and glean pertinent information for future reference. I glance at the advertisements.
- Discussed relevant articles with parent or student.
- shared info on social media
- Referenced an article in my newsletter.
- Sent pertinent info to students and parents.
- passed info on to students.