



2024 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.

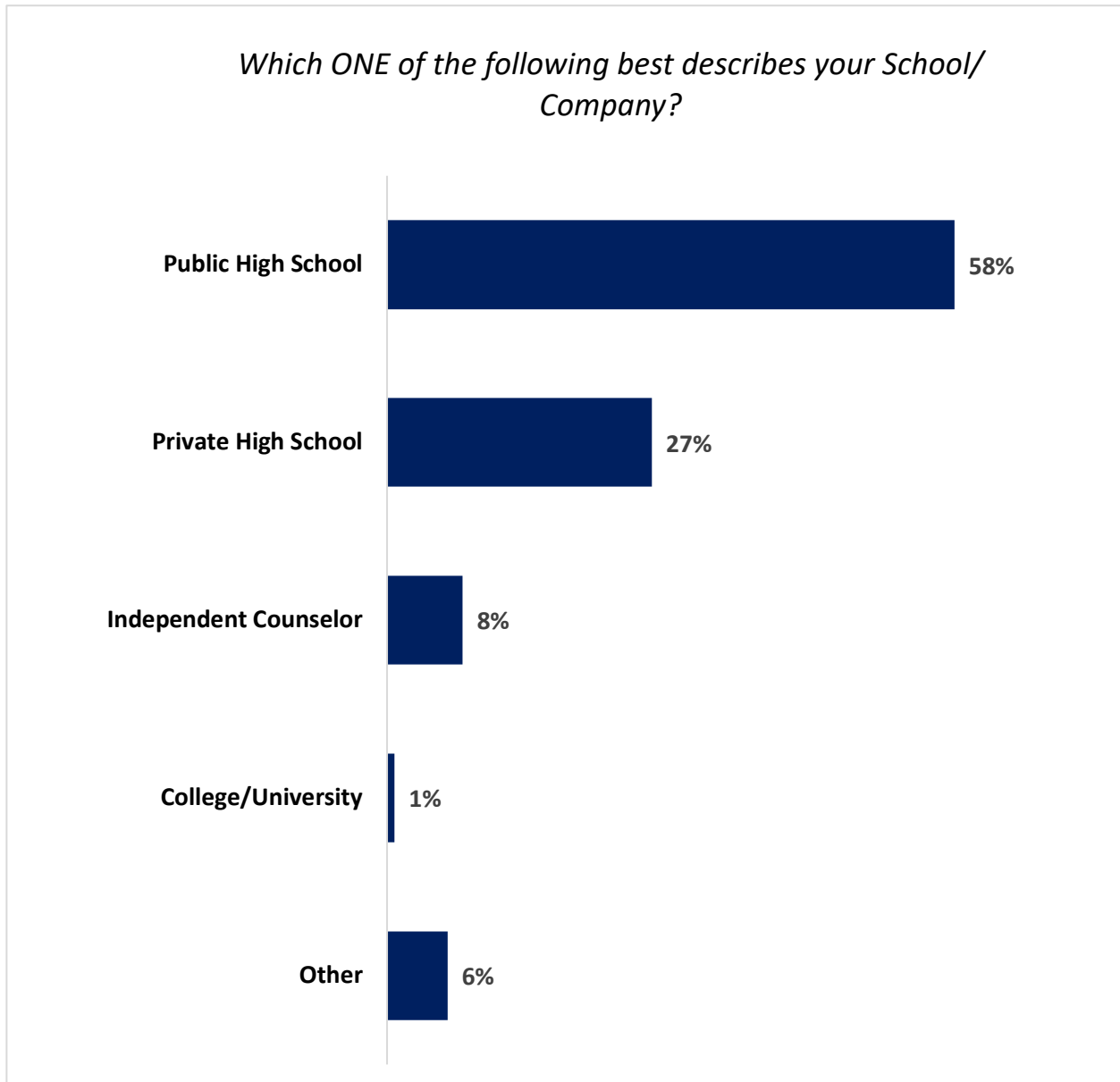
Number of Responses/Margin of Error

Based on 259 survey respondents, the margin of error for this study is **+/- 6** percentage points. This means that 95 percent of the time, the study results fall within 6 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

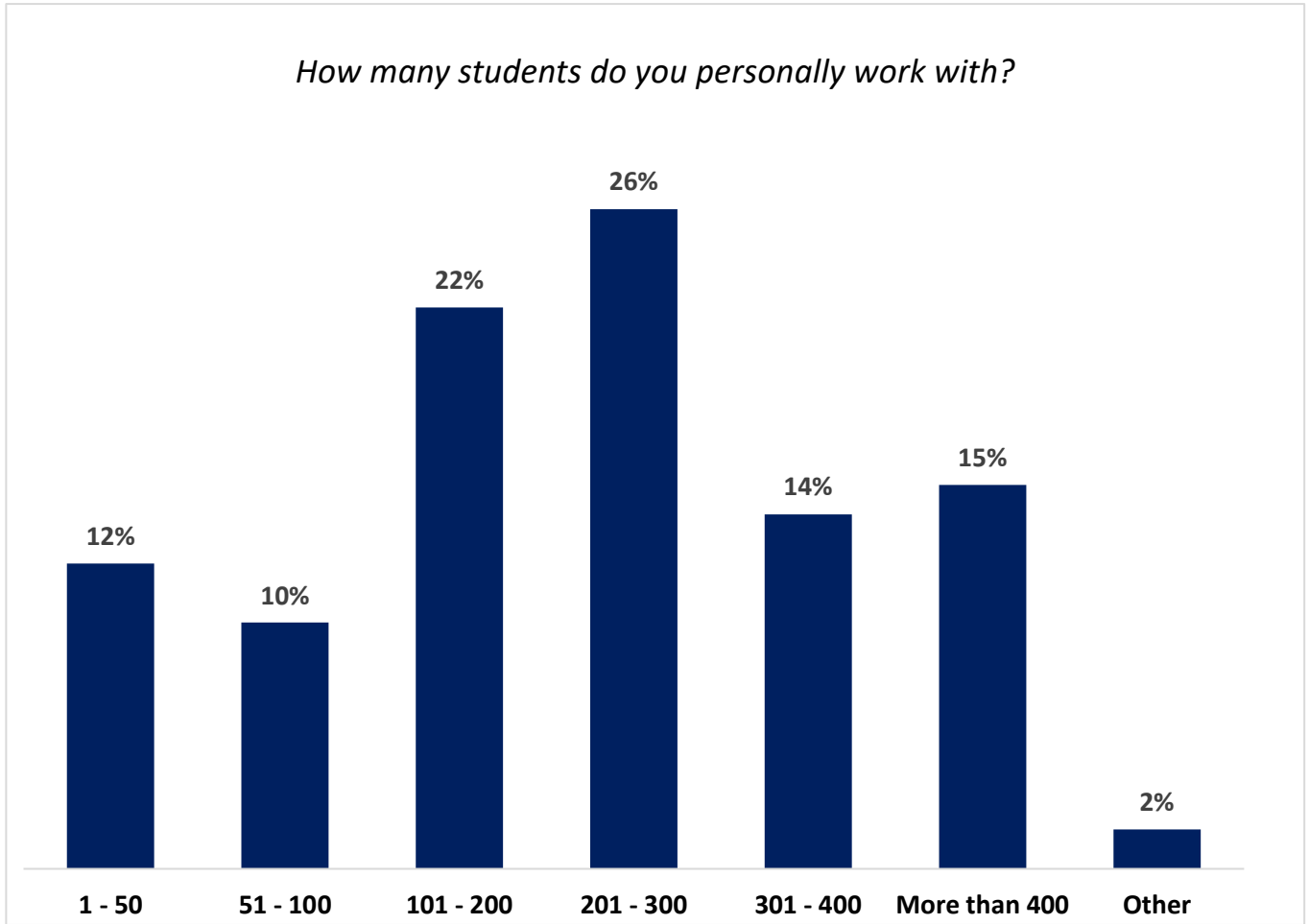
Nearly all respondents work at a public or private high school. The largest segment (58%) work at a public high school. Another one in four (27%) indicated private high school.



Base = those respondents who answered the question or 258.

Students Served

The largest segment of respondents (26%) indicated they personally work with between 201 and 300 students. Slightly less (22%) indicated between 101 and 200.

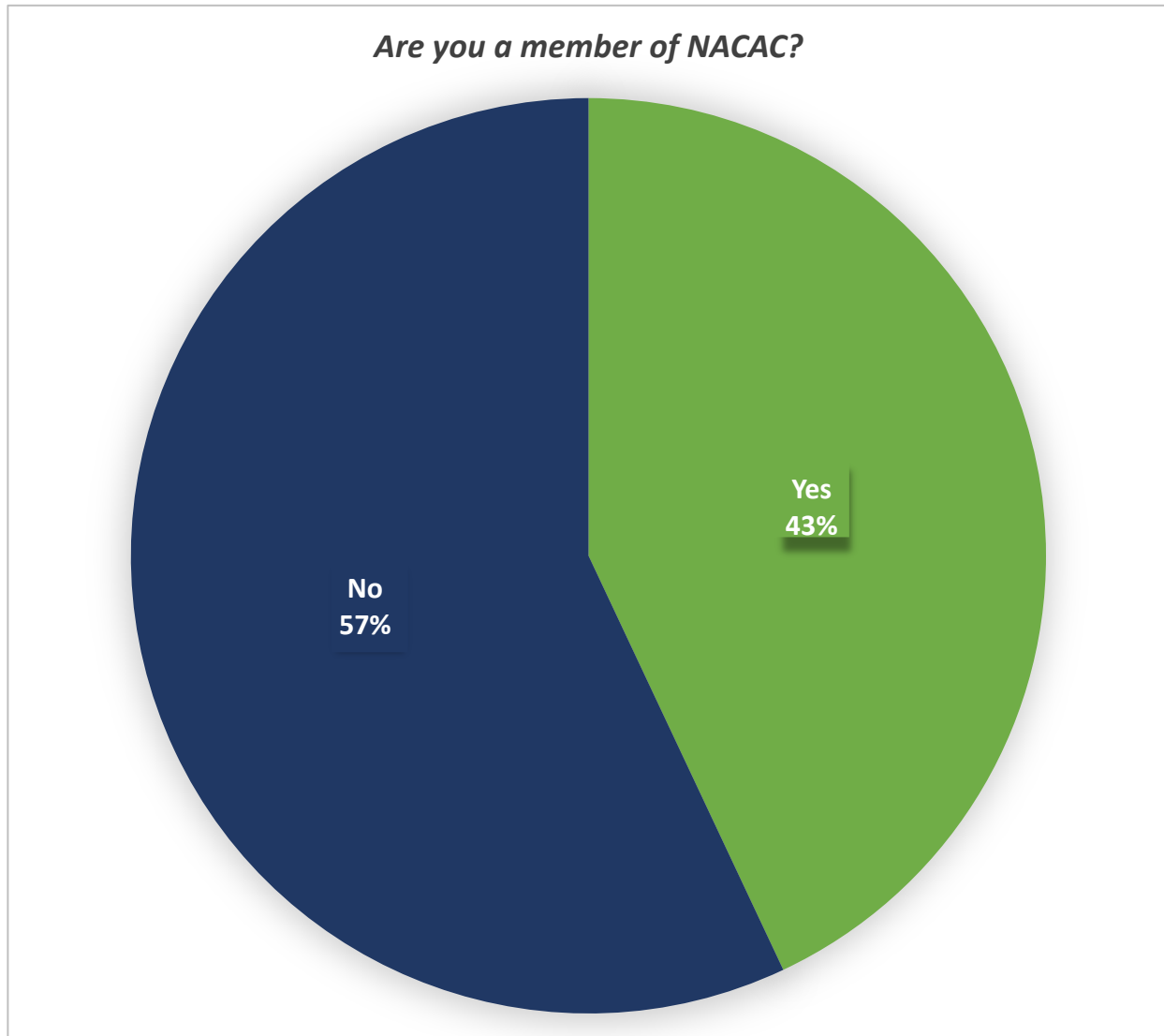


Estimated Mean: 233

Base = those respondents who answered the question or 259.

NACAC Membership

Nearly six in ten of the *Link for Counselors* subscribers (57%) are not NACAC members.

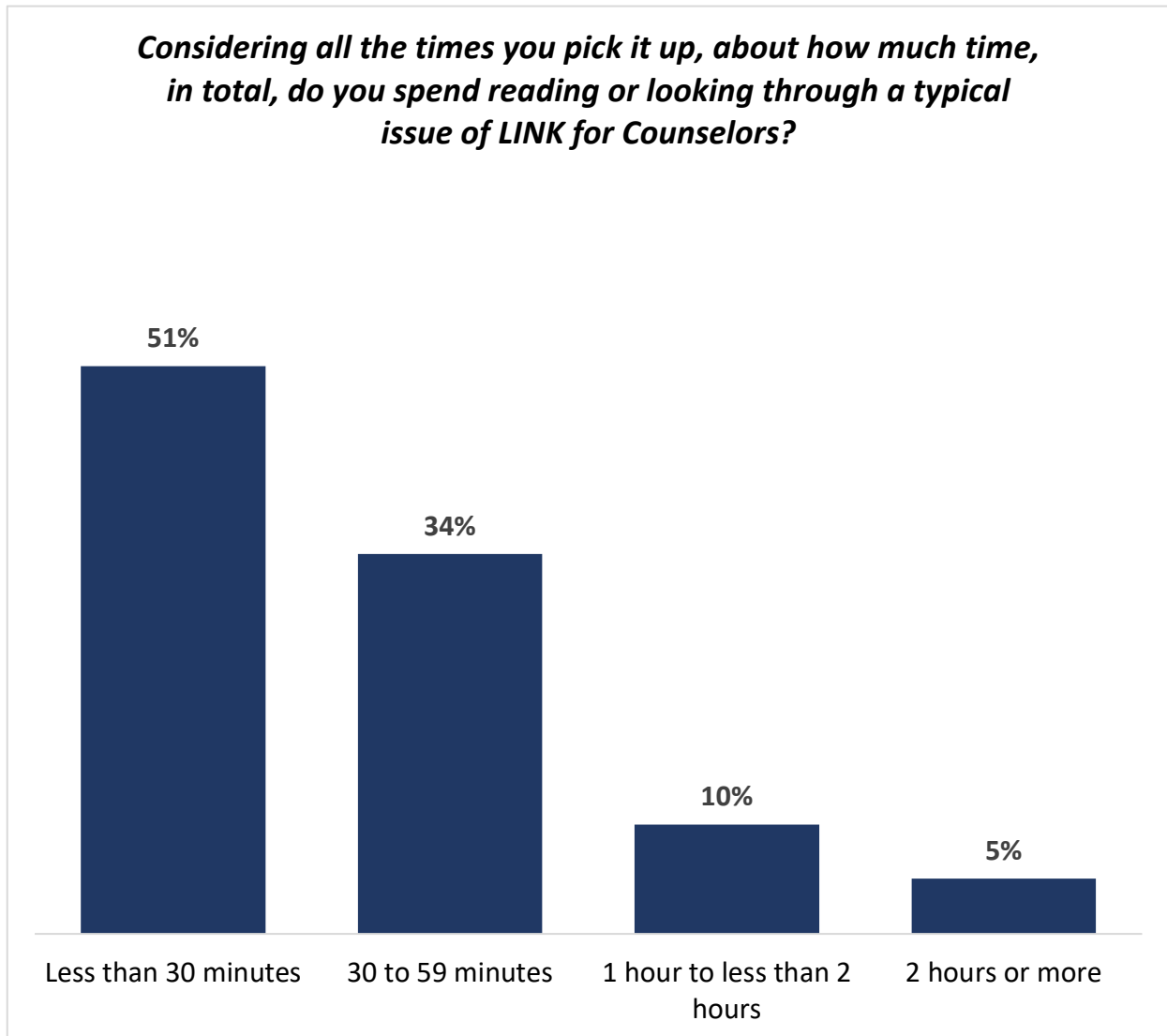


Base = those respondents who answered the question or 259.

About *LINK for Counselors*

Time Spent Reading

The typical respondent spends three quarters of an hour (44 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.

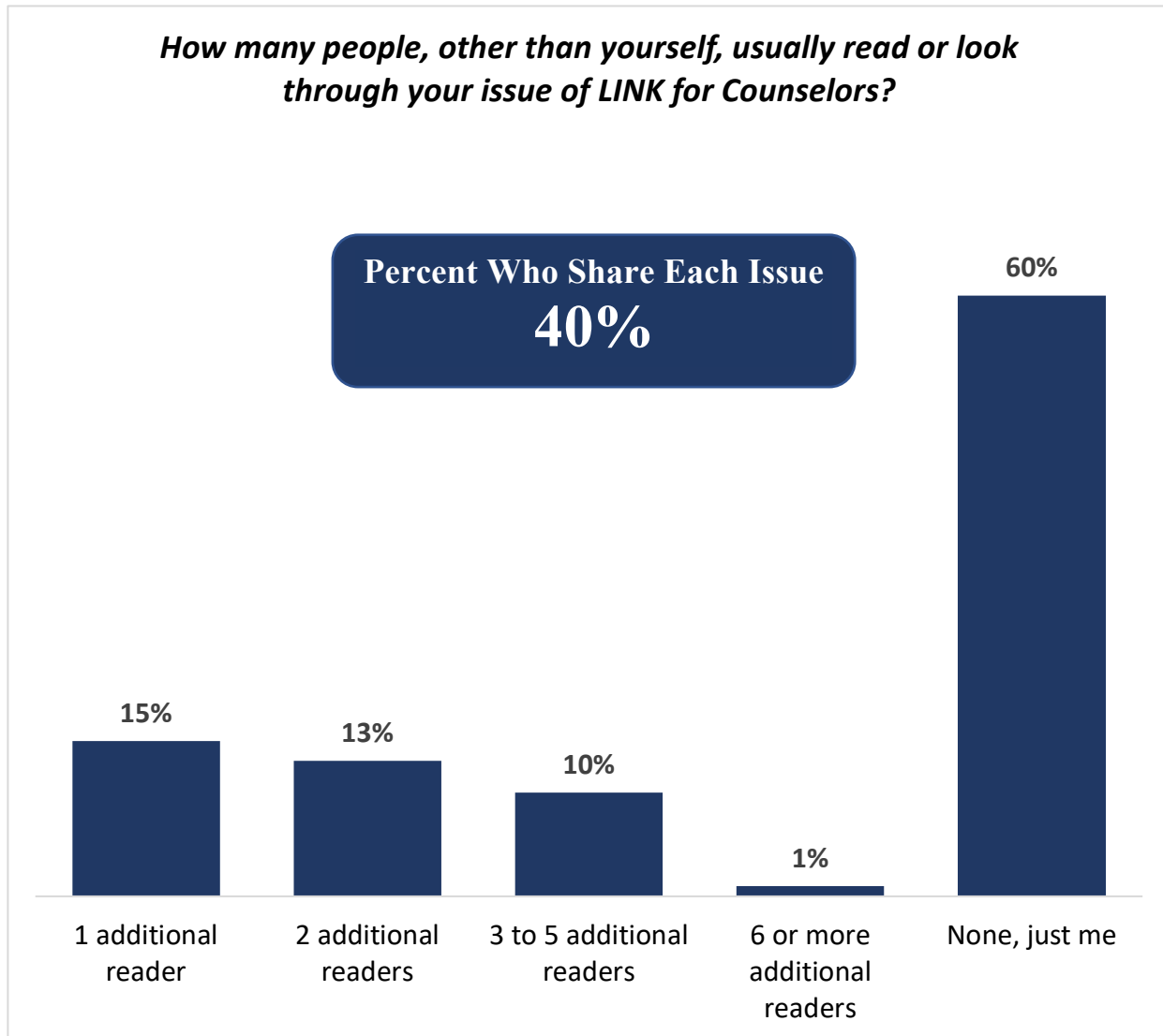


Estimated Mean: 44 minutes

Base = those respondents who answered the question or 254.

Pass Along Readership

Four in ten respondents (40%) share each issue of *LINK for Counselors* with an average of one additional reader. More than one in ten (11%) indicated they share each issue with three or more additional readers. Another one in ten (13%) indicated two additional readers.

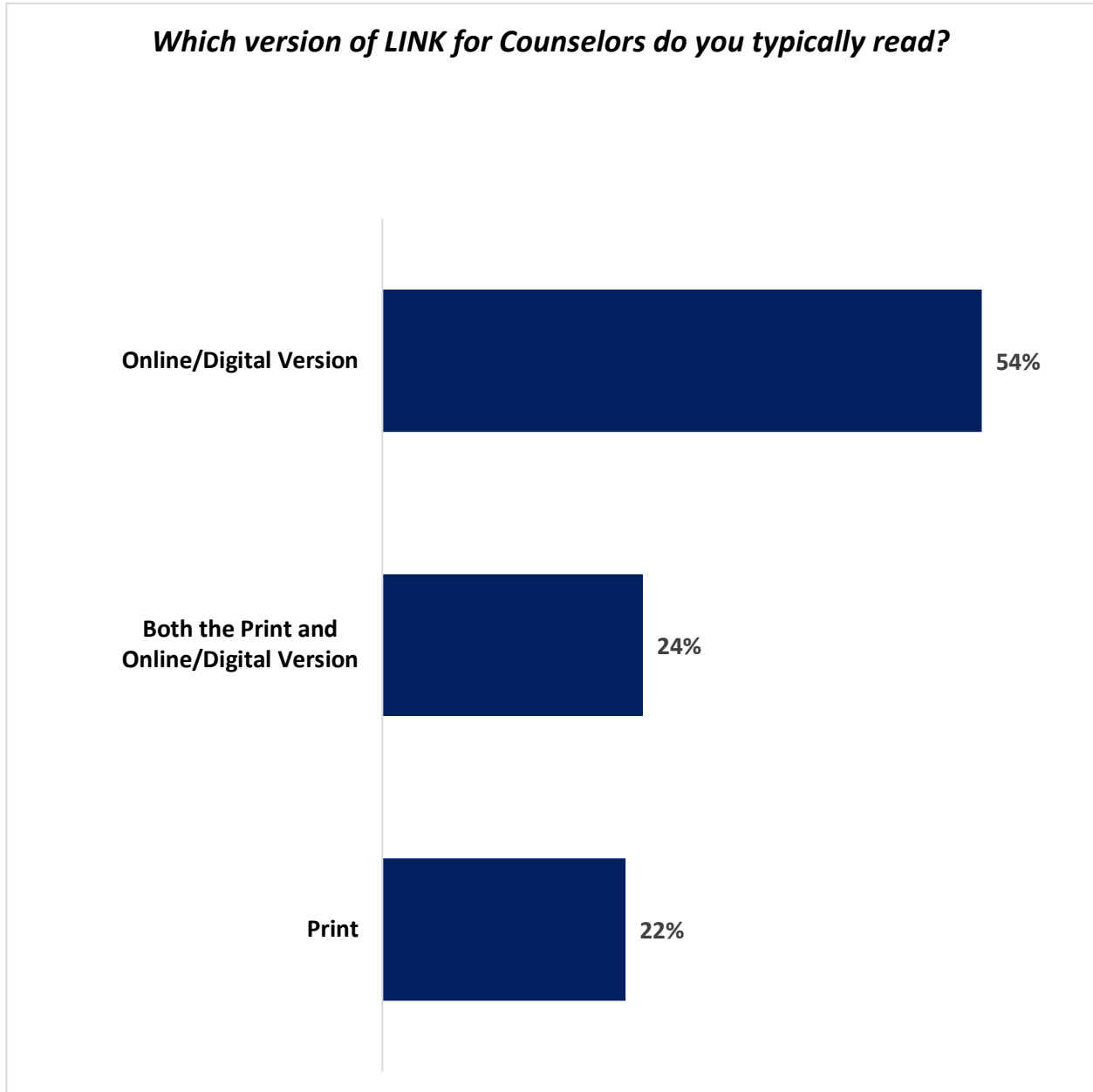


Estimated Mean: 1 additional reader

Base = those respondents who answered the question or 253.

Issue Format Preference

More than half of the respondents (54%) typically read the online/digital version of *LINK for Counselors*. Another one in four (24%) typically read both versions.



Base = those respondents who answered the question or 254.

Actions Taken

Nearly all the respondents (94%) indicated they have taken action as a result of advertisements and/or articles in *LINK for Counselors*. Nearly half (46%) have visited an advertiser's/school's website. Slightly less (44%) 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?***

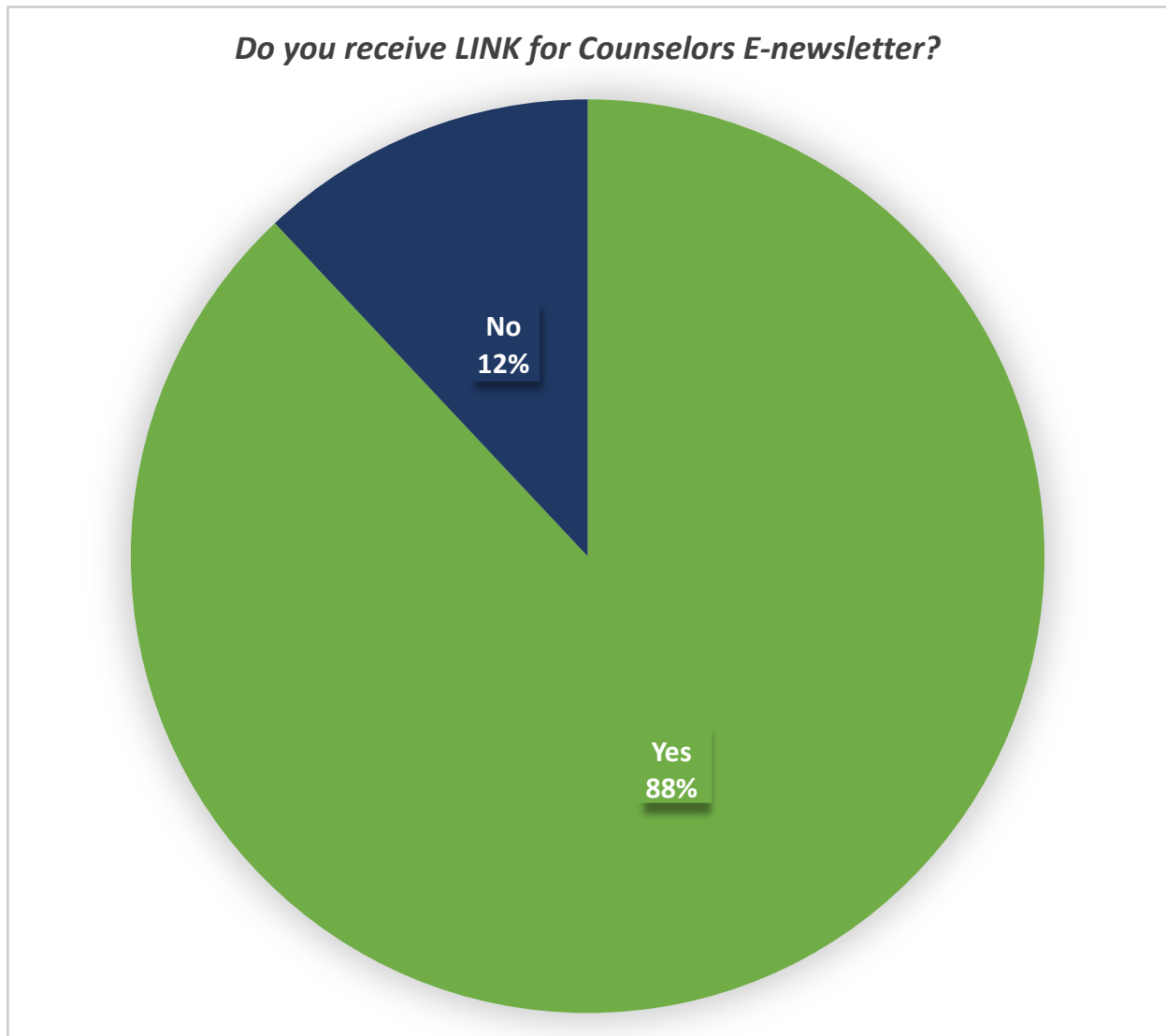
Actions	% Indicating
Visited an advertiser's/school's website	46%
Discussed an advertiser or article with another counselor	44%
Recommended an advertiser/school to a student	23%
Requested additional information from an advertiser/school	6%
Other	8%
No actions taken	8%

Percent Who Took Action: 94%

Base = those respondents who answered the question or 195.

E-newsletter Receivership

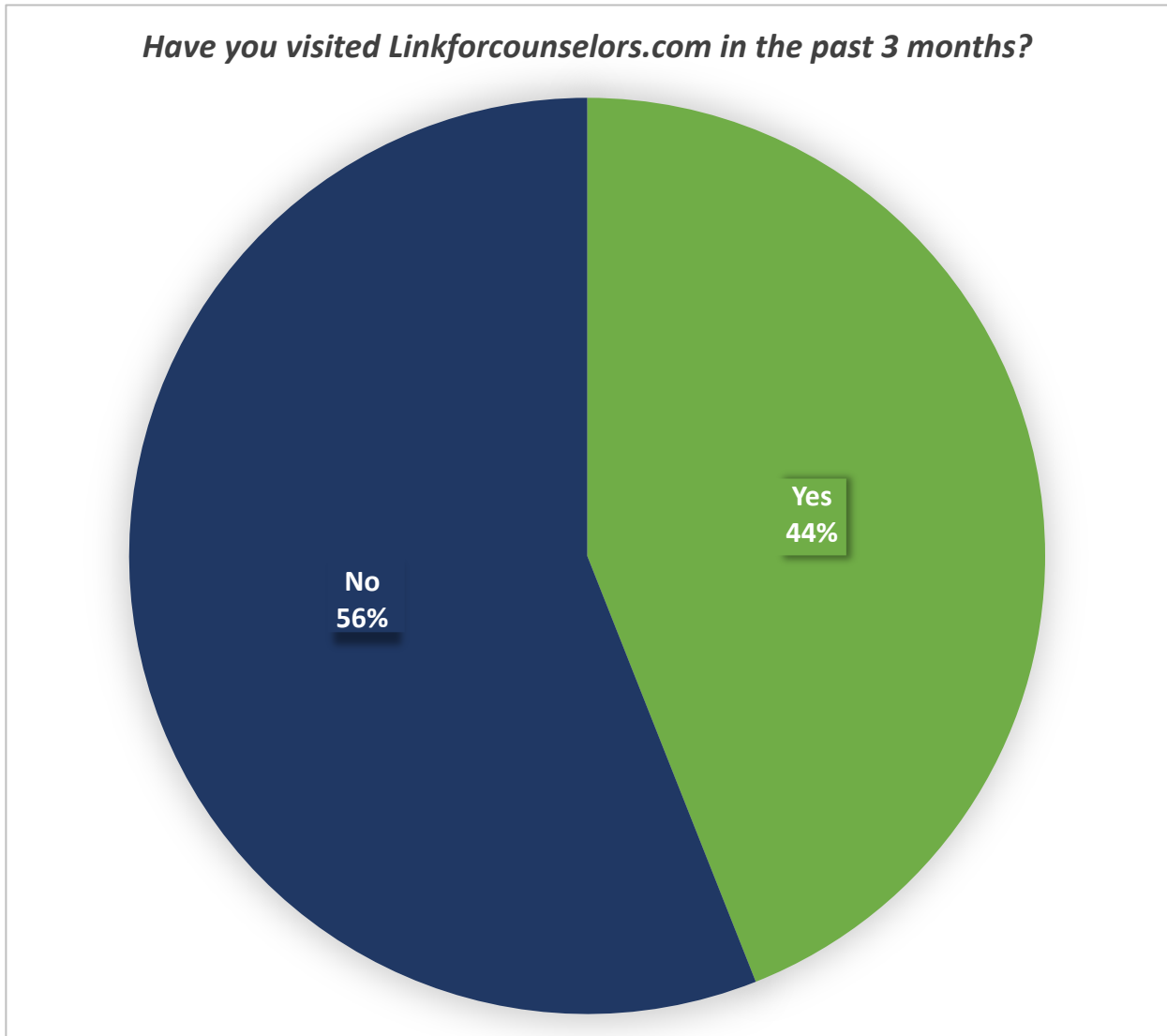
The vast majority of respondents (88%) receive the *LINK for Counselors E-newsletter*.



Base = those respondents who answered the question or 254.

Website Visit

More than four in ten respondents (44%) have visited the *LINK for Counselors* website within the past 3 months.



Base = those respondents who answered the question or 244.

Appendix

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

Those who indicated 'Other' wrote in the following:

- Adult Education
- Adult Education
- Alternative School
- Charter School
- Community Based Organization
- District leadership
- District Office
- Founder and Program Manager of a nonprofit organization which focus is on college readiness, Advisement also Career Exploration and Development
- Home Education / Virtual
- I am presently an independent counselor
- K-5 public counselor
- Private Middle School
- Public Career Technical School Career Counselor
- Public charter K-12 school
- Public grades 7-12
- Public Middle School

How many students do you personally work with?

Those who indicated 'Other' wrote in the following:

- I operate the College & Career Center at our school. I work with students in all grades here (almost 1600 students).
- I support the Counselors on the campus and families that reach out.

- I'm the Director of Counseling
- support school counselors at the district level

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:

- Forwarded an article
- Forwarded information to others who could benefit from it.
- gathered information from an article
- I download articles to use as a resource
- I will check out a link to a website that is referenced within an article
- Just for my information
- look up article
- Posted info to our student groups
- read articles
- Scholarship opportunities
- shared articles with others/created a presentation based on an article
- Shared with another staff member
- subscribed to services products offered by advertiser
- The informative articles