



2025 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.

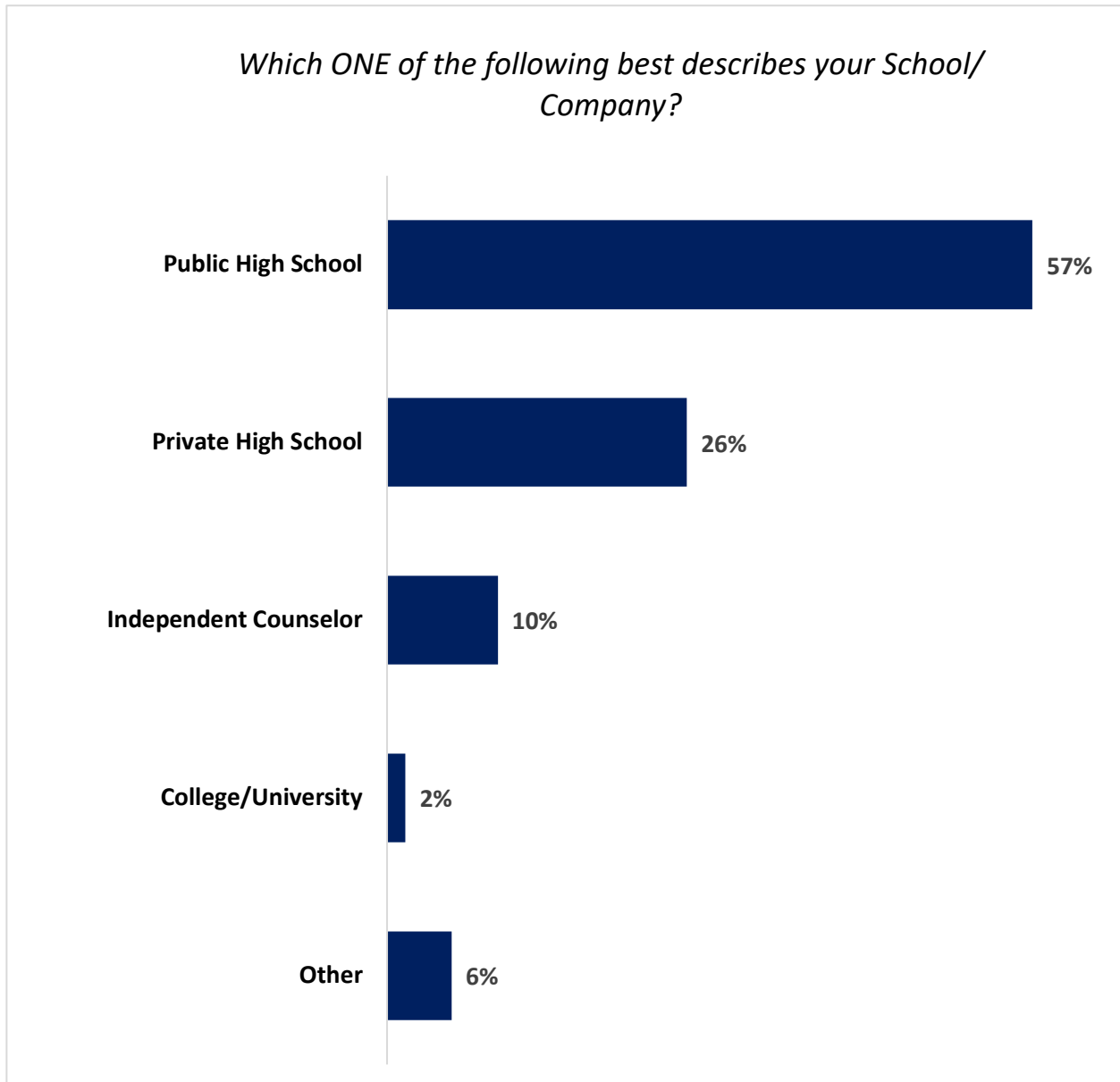
Number of Responses/Margin of Error

Based on 247 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

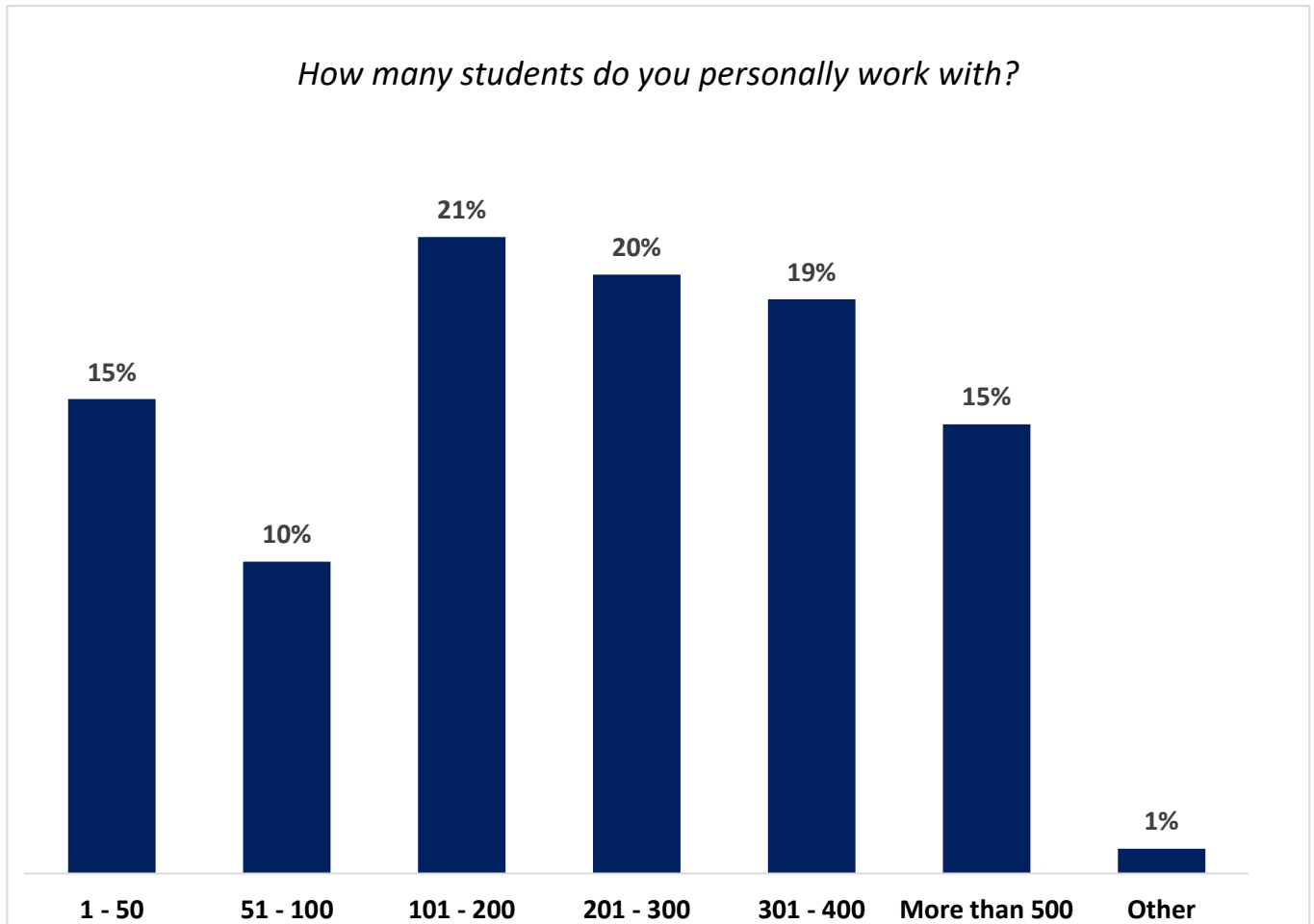
Nearly all respondents work at a public or private high school. The largest segment (57%) work at a public high school. Another one in four (26%) indicated private high school.



Base = those respondents who answered the question or 247.

Students Served

The largest segment of respondents (21%) indicated they personally work with between 101 and 200 students. Slightly less (20%) indicated between 201 and 300.

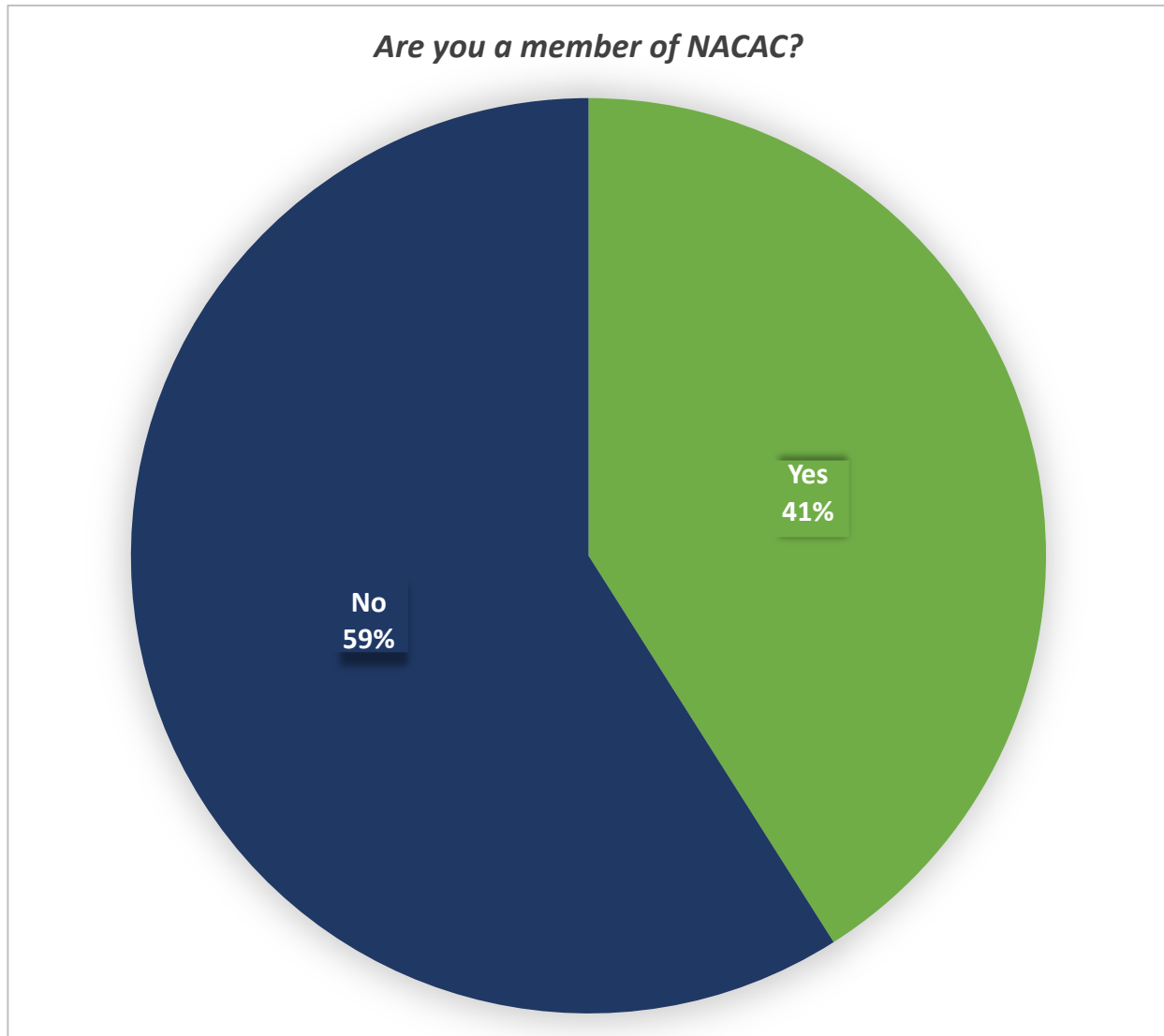


Estimated Mean: 227

Base = those respondents who answered the question or 246.

NACAC Membership

Nearly six in ten of the *Link for Counselors* subscribers (59%) are not NACAC members.

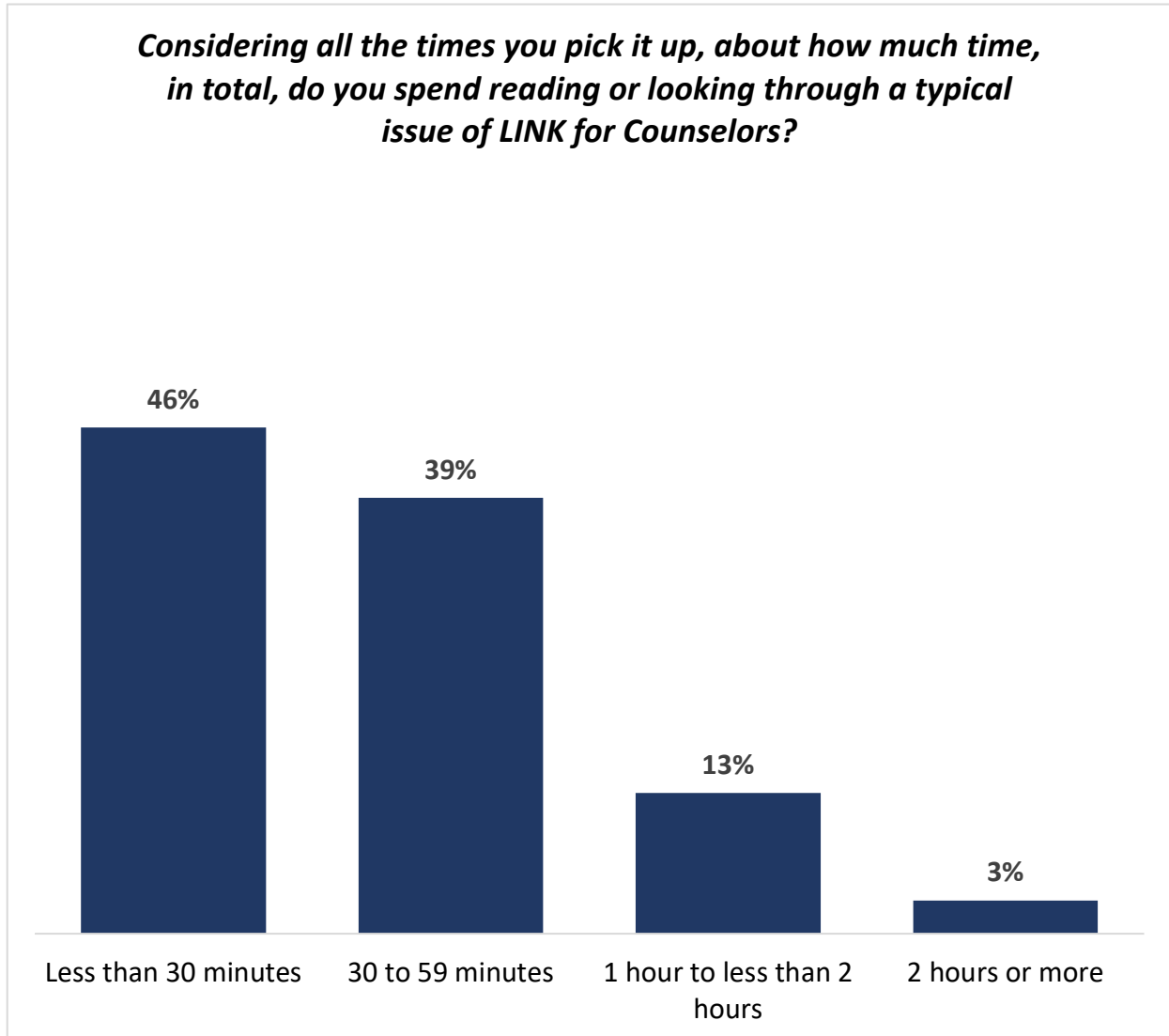


Base = those respondents who answered the question or 246.

About *LINK for Counselors*

Time Spent Reading

The typical respondent spends three quarters of an hour (40 minutes) reading or looking through each issue of *LINK for Counselors*. One in six (16%) spend one hour or more with each issue.

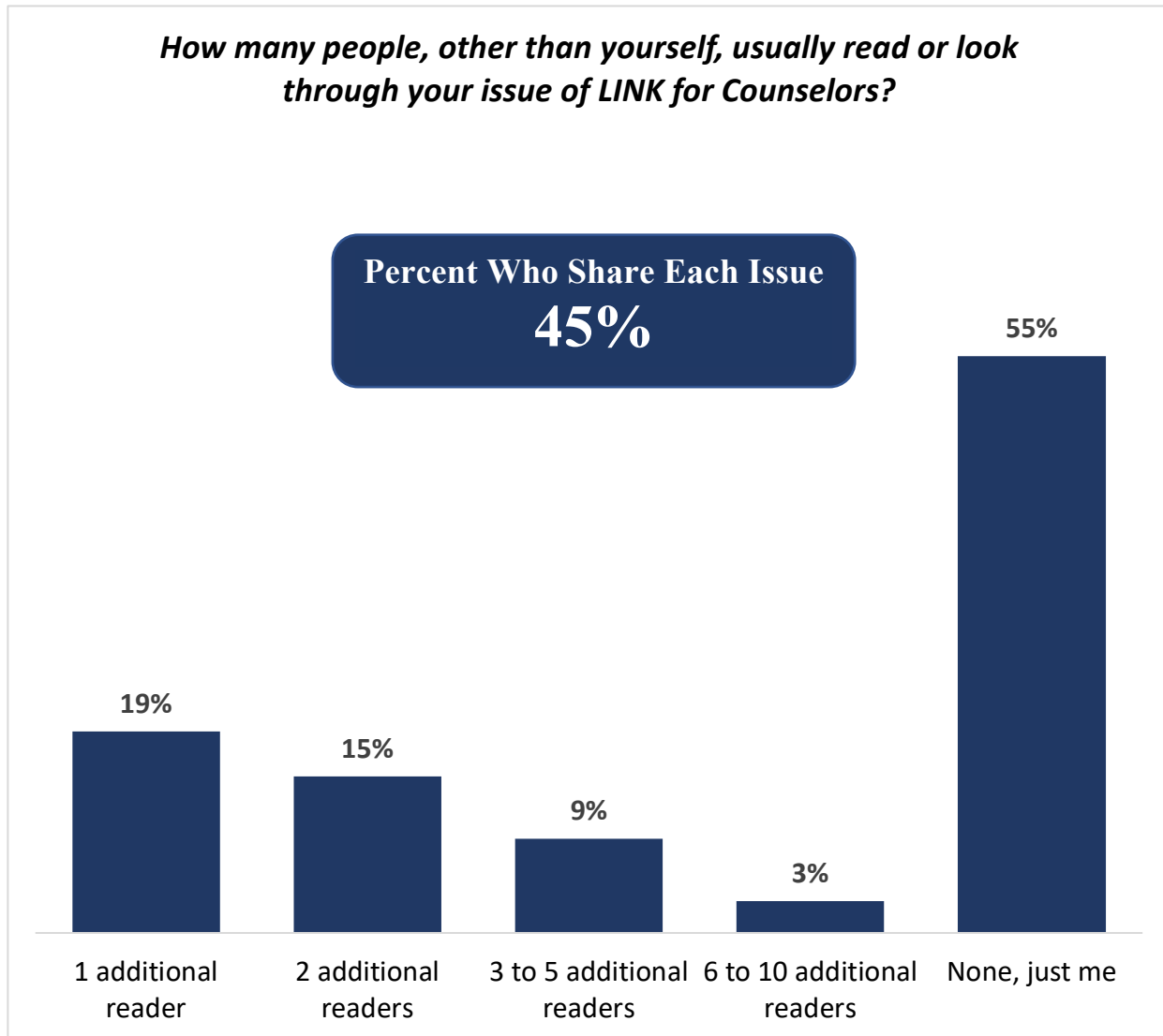


Estimated Mean: 40 minutes

Base = those respondents who answered the question or 237.

Pass Along Readership

Nearly half of the respondents (45%) share each issue of *LINK for Counselors* with an average of one additional reader. More than one in ten (12%) indicated they share each issue with three or more additional readers. Another one in six (15%) indicated two additional readers.

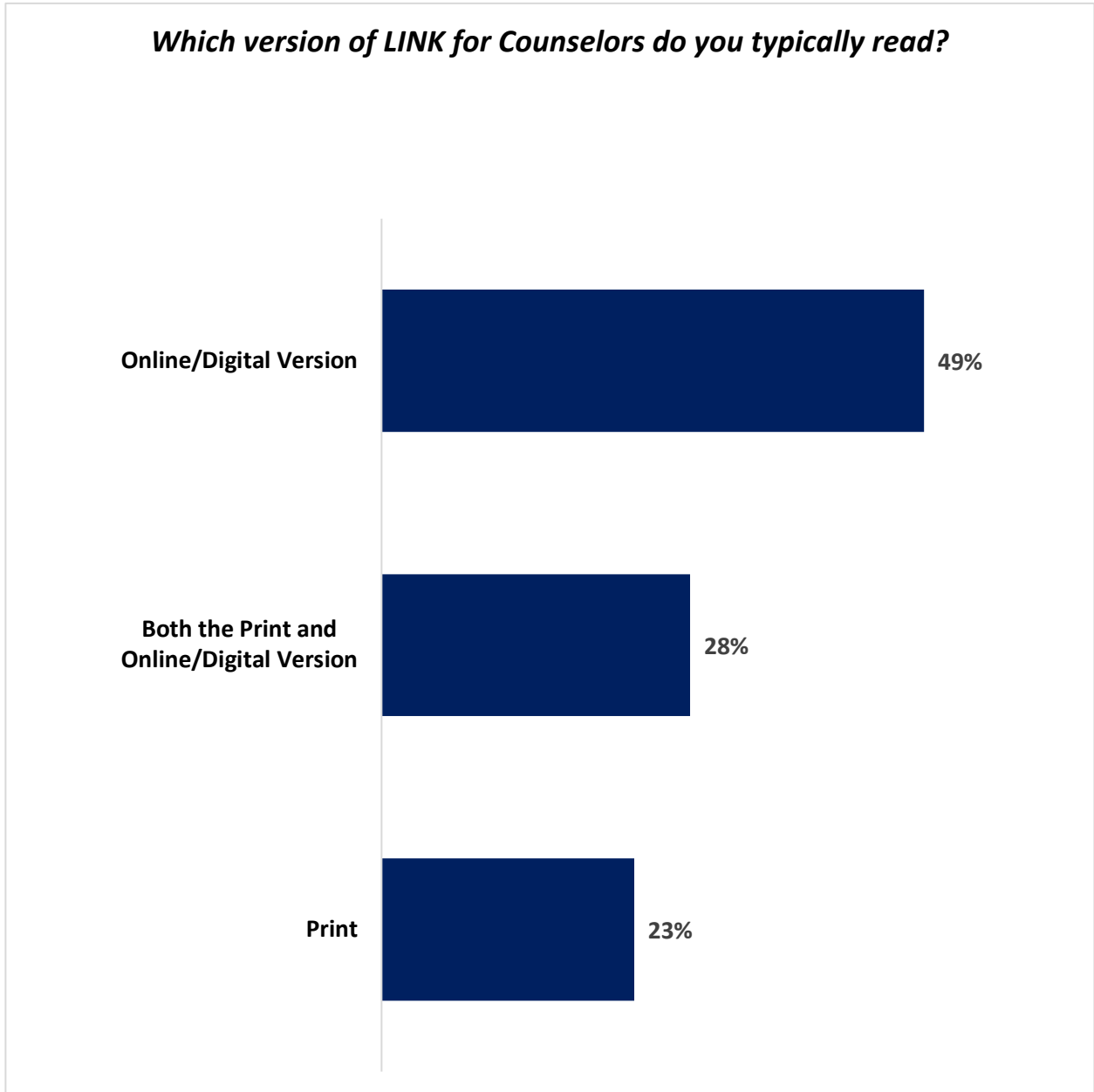


Estimated Mean: 1 additional reader

Base = those respondents who answered the question or 236.

Issue Format Preference

Half of the respondents (49%) typically read the online/digital version of *LINK for Counselors*. Another three in ten (28%) typically read both versions.



Base = those respondents who answered the question or 236.

Actions Taken

Nearly all the respondents (91%) indicated they have taken action as a result of advertisements and/or articles in *LINK for Counselors*. Nearly half (48%) have visited an advertiser's/school's website. Slightly less (46%) discussed an advertiser or article with another counselor. Another three in ten (29%) 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?***

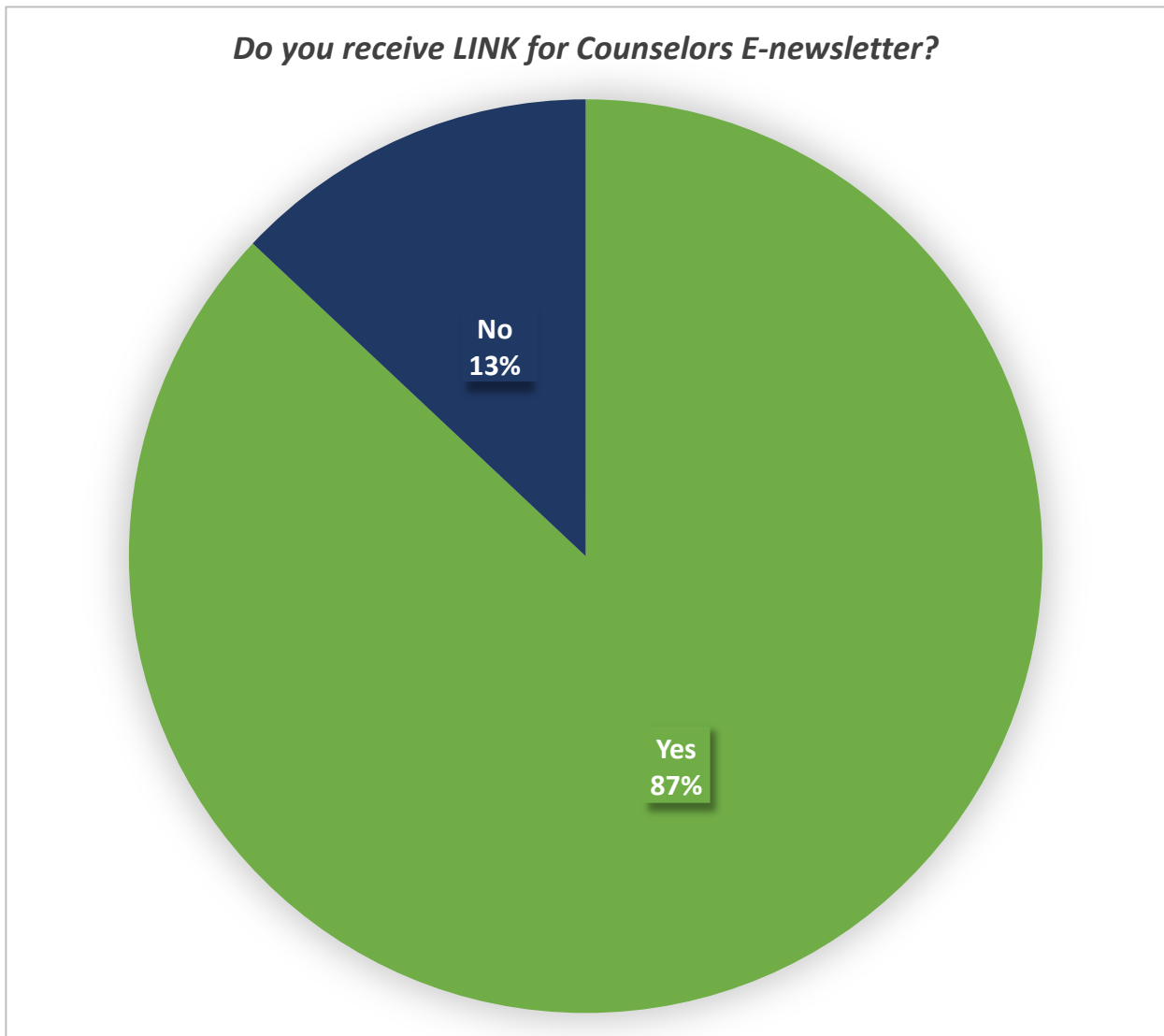
Actions	% Indicating
Visited an advertiser's/school's website	48%
Discussed an advertiser or article with another counselor	46%
Recommended an advertiser/school to a student	29%
Requested additional information from an advertiser/school	6%
Other	9%
No actions taken	9%

Percent Who Took Action: 91%

Base = those respondents who answered the question or 188.

E-newsletter Receivership

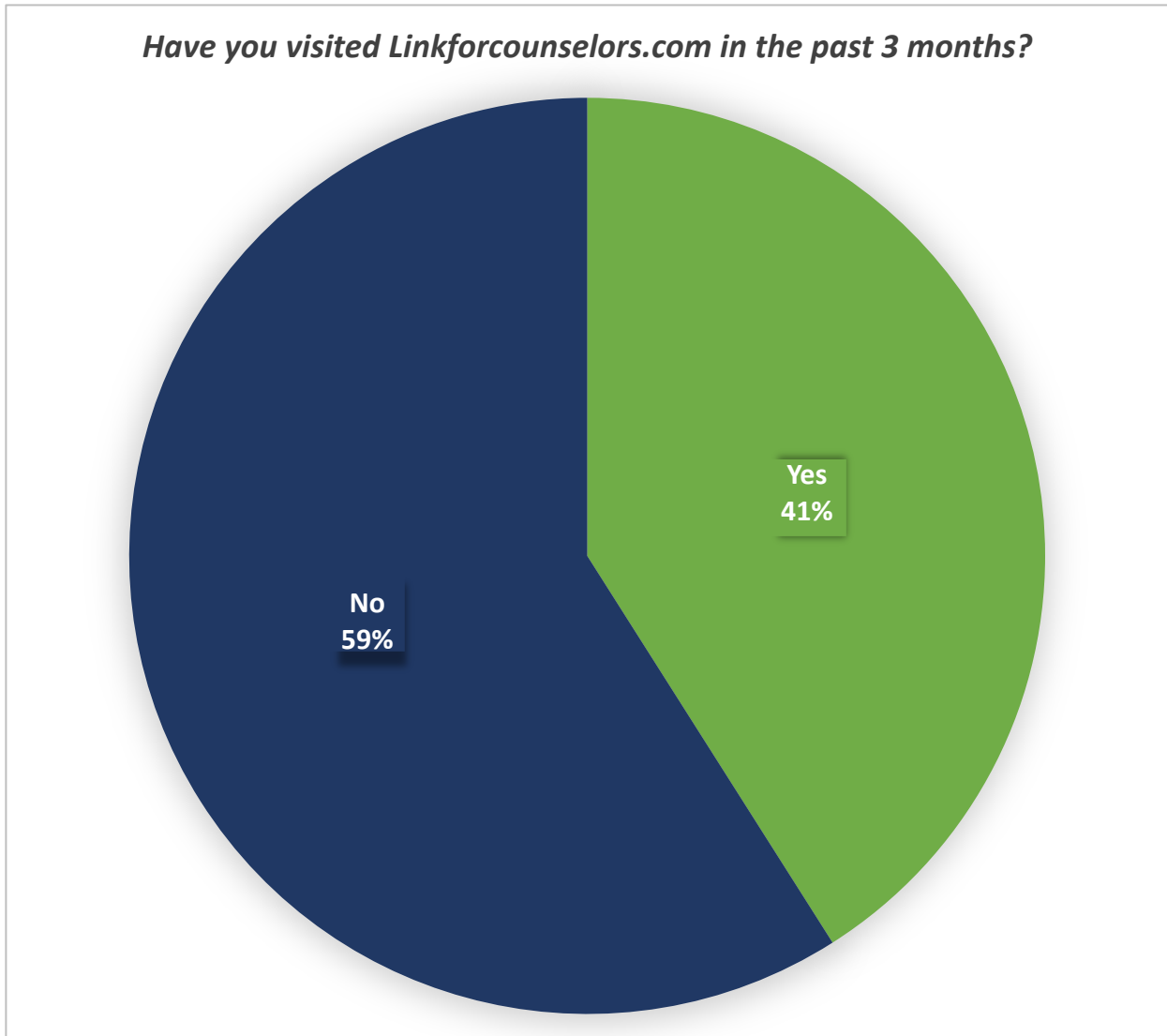
The vast majority of respondents (87%) receive the *LINK for Counselors E-newsletter*.



Base = those respondents who answered the question or 236.

Website Visit

More than four in ten respondents (41%) have visited the *LINK for Counselors* website within the past 3 months.



Base = those respondents who answered the question or 228.

Appendix

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

Those who indicated 'Other' wrote in the following:

- Administrator for the School District Home Education
- CBO
- CBO COLLEGE COUNSELOR
- CBO/Non-profit
- Charter High School
- Charter School
- I am a volunteer college counselor. I work with students and families most often at three regional public high schools.
- IEC and part-timer with an NFP/CBO
- Private coach
- Public Middle School
- Tutoring / Test preparation company

- I think that I'm just learning about Links
- Learned about additional opportunities for my student advisees.
- Provided information during my seminars with students.
- reviewed other school ads
- shared articles
- Shared articles with students
- Shared info on my social media
- Shared with colleagues for discussions
- Shared with families in our newsletter
- Some of the articles are really useful and then lead to further work or research in that area
- utilized article information

How many students do you personally work with?

Those who indicated 'Other' wrote in the following:

- K-12 upon request
- Lead Counselor without a student group

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:

- been inspired to research topics further/ provide groups/ push ins on topics read in articles
- Discuss articles, not ads. I discuss ads with students to teach them how to be an educated consumer.
- Discussed content with my students
- Had some time to check out the magazine
- I share some of the resources with families and colleagues as needed