



# 2026 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.

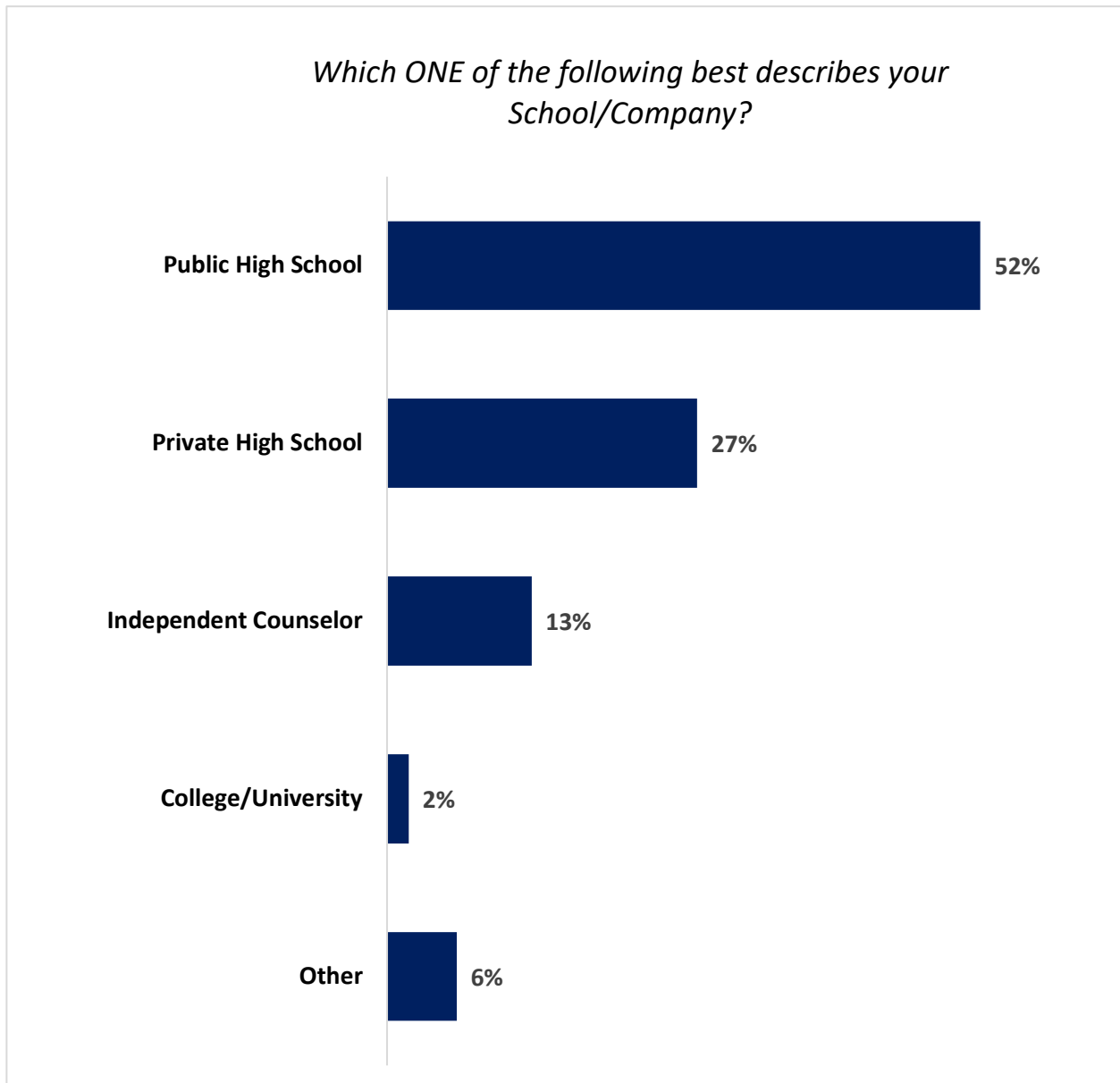
## Number of Responses/Margin of Error

Based on 214 survey respondents, the margin of error for this study is  $\pm 6$  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

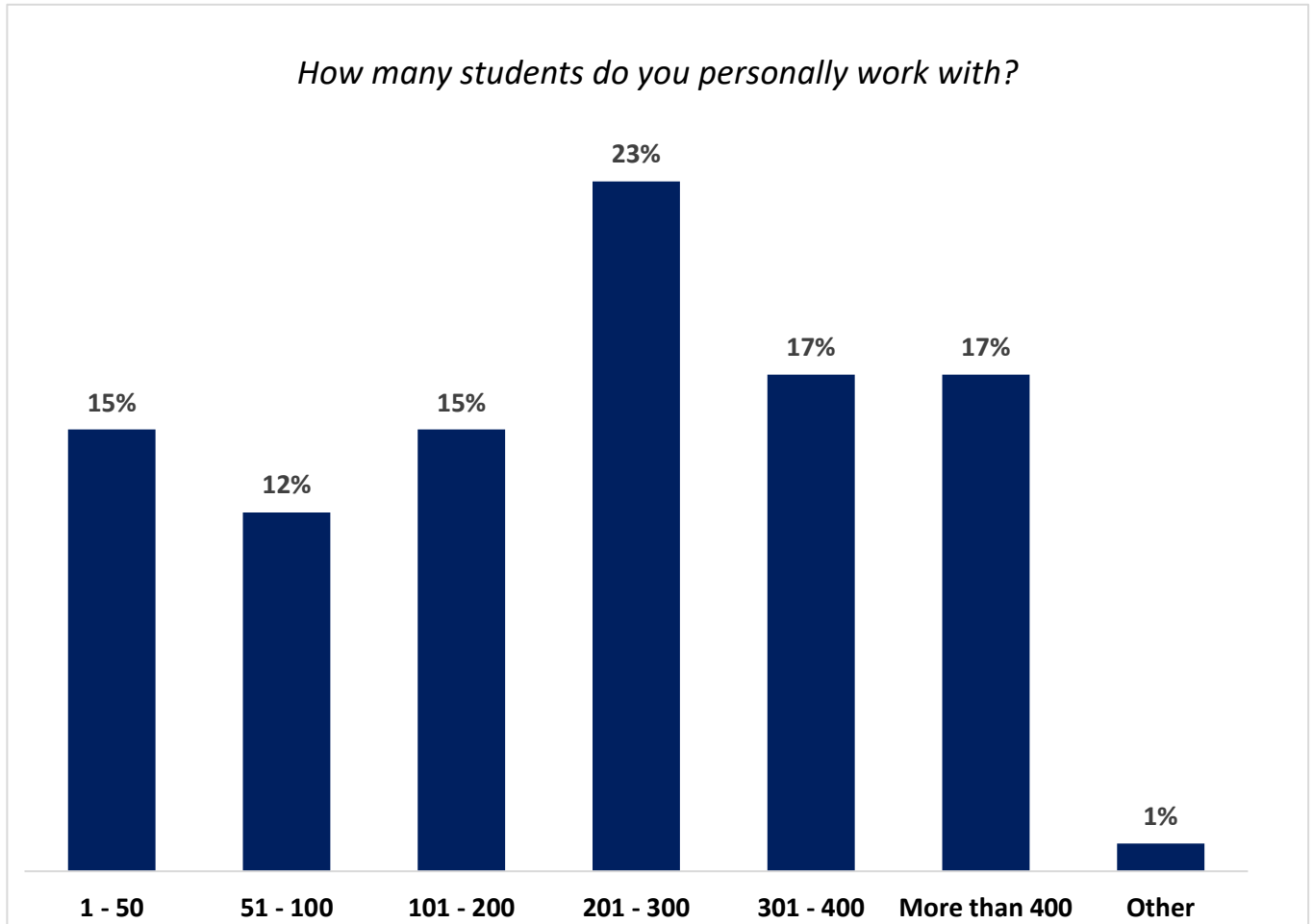
Nearly all respondents work at a public or private high school. The largest segment (52%) work at a public high school. Another one in four (27%) indicated private high school.



*Base = those respondents who answered the question or 213.*

### Students Served

The typical respondent personally works with an average of 235 students. The largest segment of respondents (23%) indicated they personally work with between 201 and 300 students.

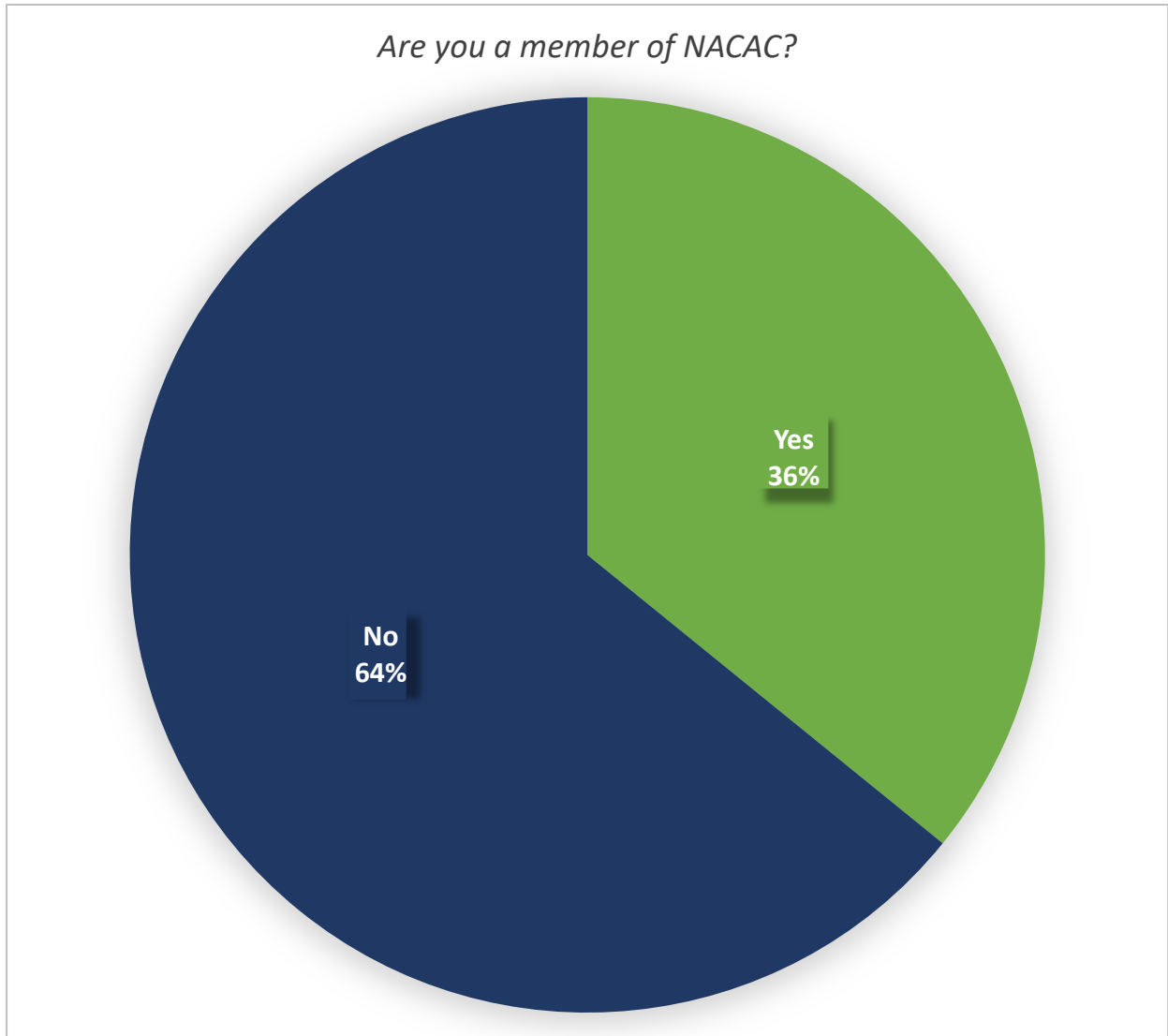


**Estimated Mean: 235**

*Base = those respondents who answered the question or 214.*

### NACAC Membership

More than six in ten of the *LINK for Counselors* subscribers (64%) are not NACAC members.

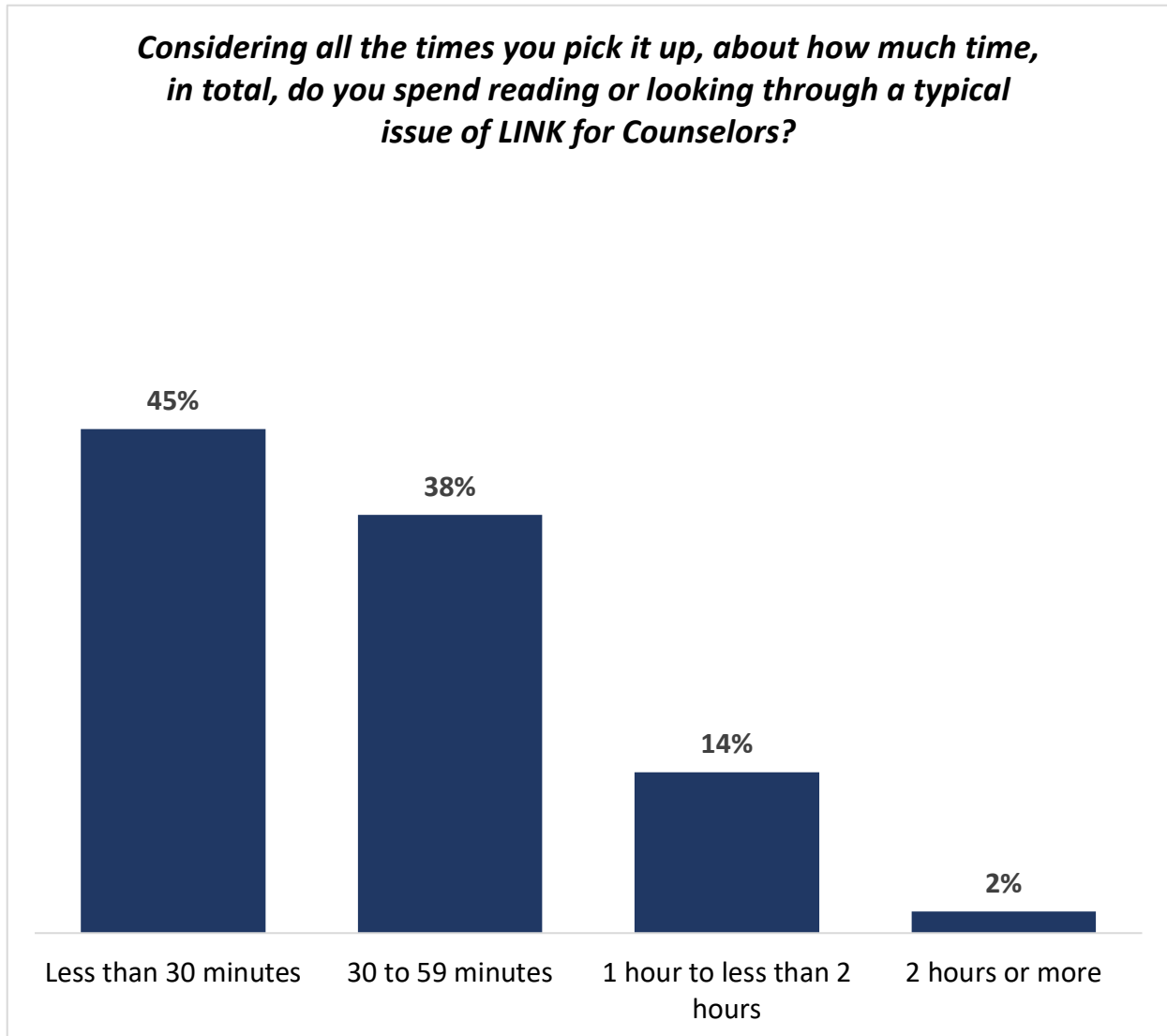


Base = those respondents who answered the question or 212.

## About *LINK for Counselors*

### Time Spent Reading

The typical respondent spends more than three quarters of an hour (46 minutes) reading or looking through each issue of *LINK for Counselors*. One in six (16%) spend one hour or more with each issue.

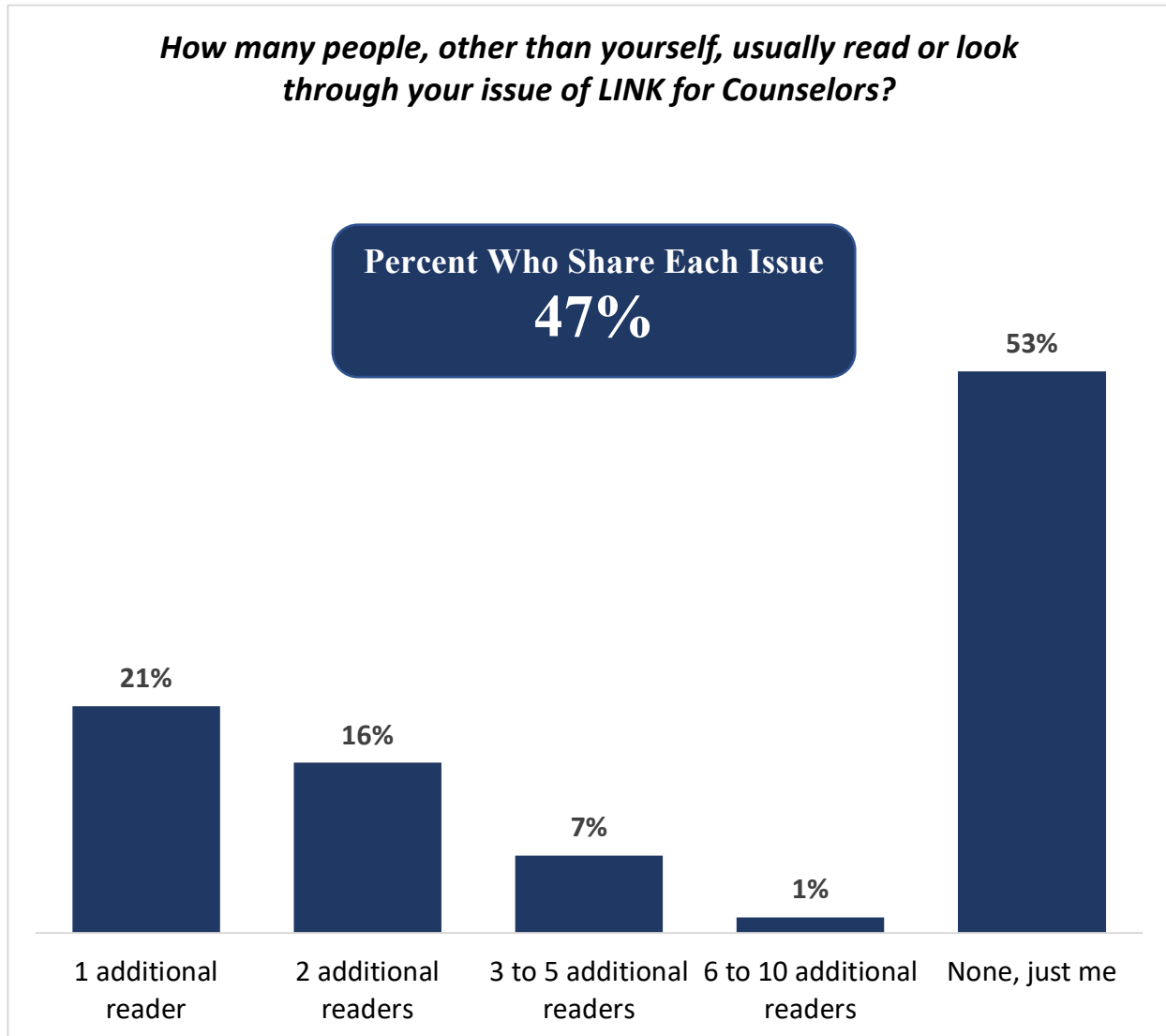


**Estimated Mean: 46 minutes**

*Base = those respondents who answered the question or 207.*

### Pass Along Readership

Nearly half of the respondents (47%) share each issue of *LINK for Counselors* with an average of one additional reader. Nearly one in ten (8%) indicated they share each issue with three or more additional readers. Another one in six (16%) indicated two additional readers.

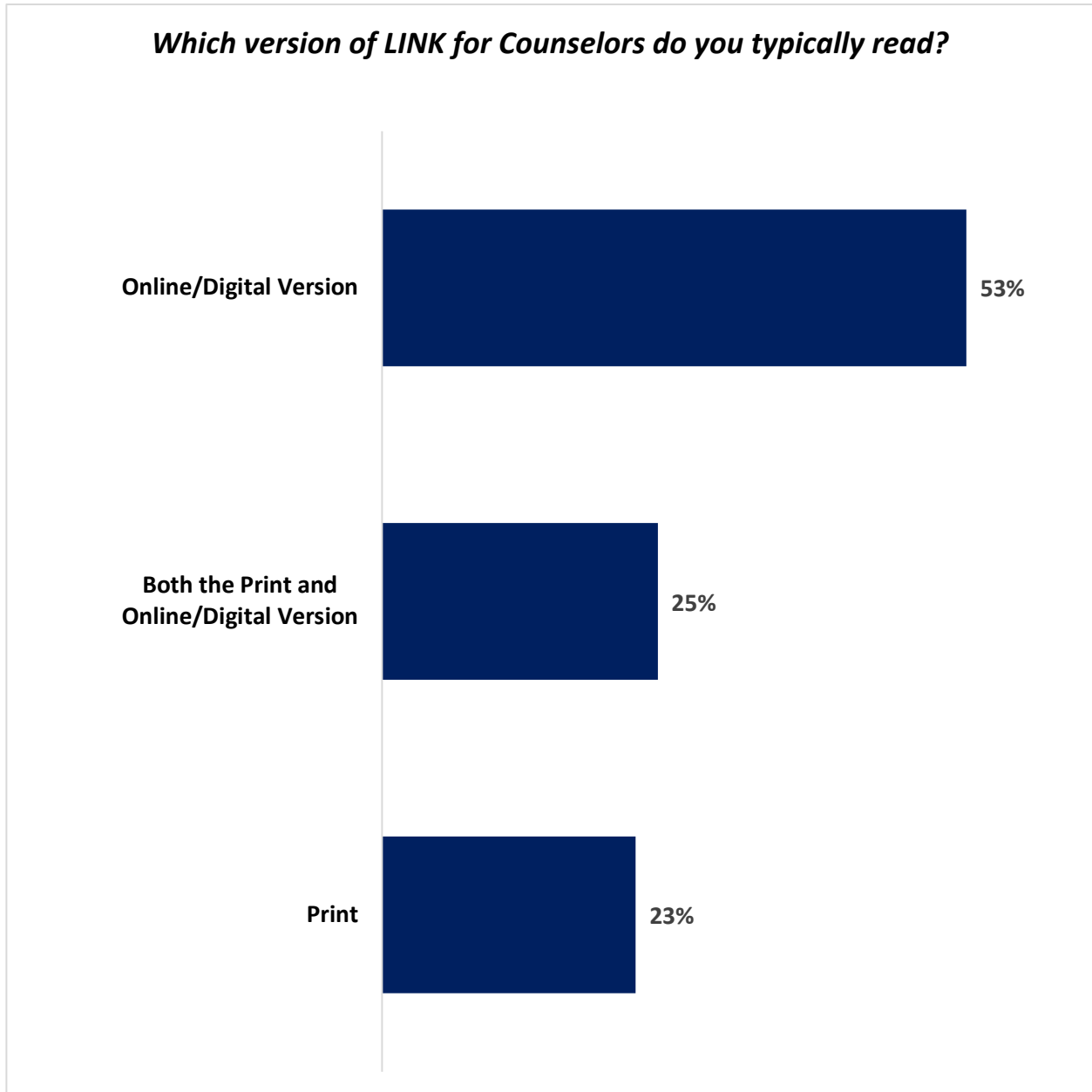


**Estimated Mean: 1 additional reader**

*Base = those respondents who answered the question or 205.*

### Issue Format Preference

More than half of the respondents (53%) typically read the online/digital version of *LINK for Counselors*. Another one in four (25%) typically read both versions.



Base = those respondents who answered the question or 207.

## Actions Taken

Nearly all the respondents (92%) indicated they have taken action as a result of advertisements and/or articles in *LINK for Counselors*. Half (50%) have visited an advertiser's/school's website. Nearly four in ten (38%) discussed an advertiser or article with another counselor. Another one in five (22%) 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?***

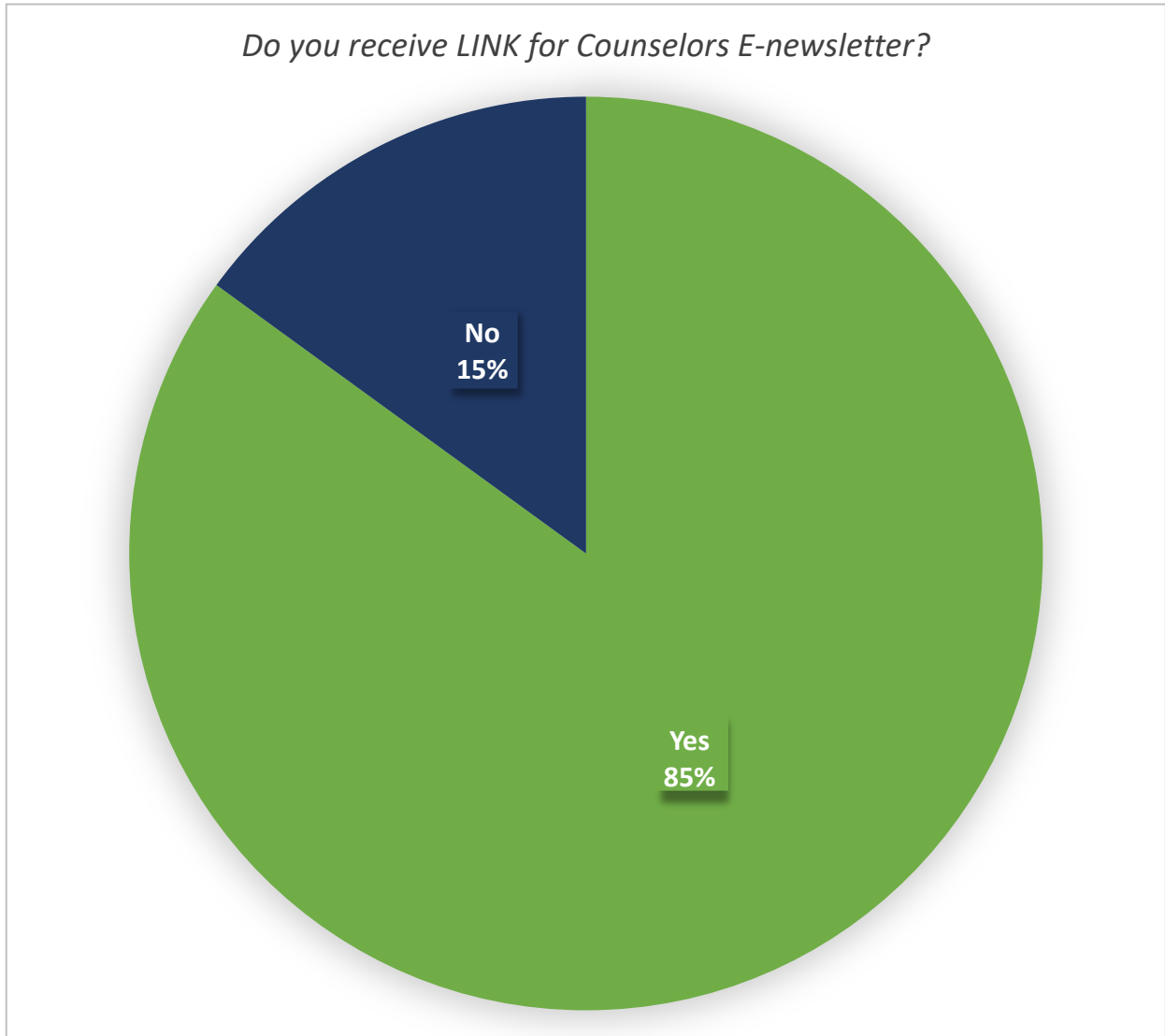
Actions	% Indicating
Visited an advertiser's/school's website	50%
Discussed an advertiser or article with another counselor	38%
Recommended an advertiser/school to a student	22%
Requested additional information from an advertiser/school	10%
Other	10%
No actions taken	8%

**Percent Who Took Action: 92%**

*Base = those respondents who answered the question or 154.*

### E-newsletter Receivership

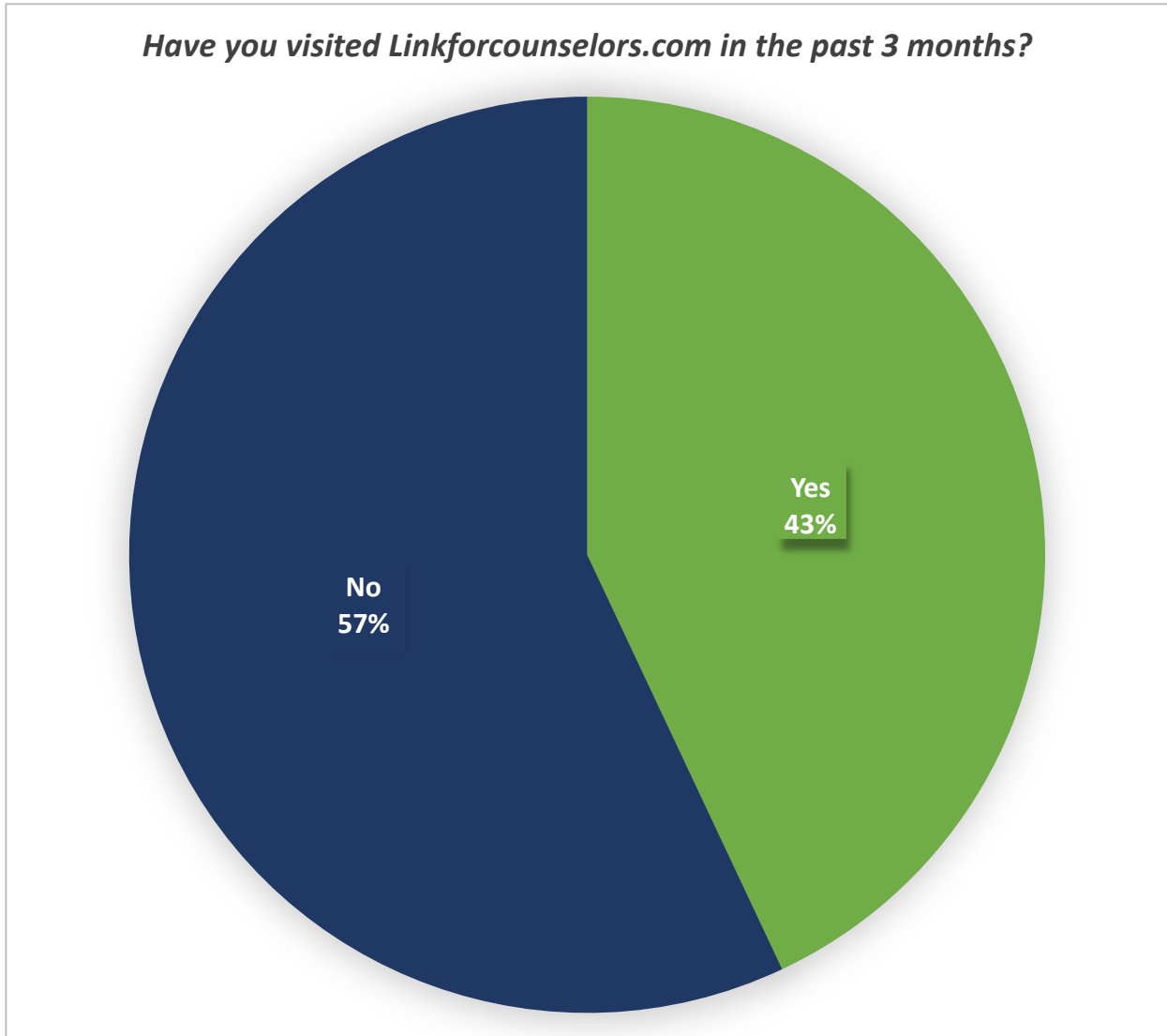
The vast majority of respondents (85%) receive the *LINK for Counselors E-newsletter*.



Base = those respondents who answered the question or 206.

### Website Visit

More than four in ten respondents (43%) have visited the *LINK for Counselors* website within the past 3 months.



*Base = those respondents who answered the question or 202.*

## Appendix

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

Those who indicated 'Other' wrote in the following:

- Adult Education
- Career and Tech Education - BOCES
- Career Tech Counselor
- Independent High School
- Middle School Counselor
- Public Charter
- Public Elementary School
- Public K-12
- Public Middle/High School
- public relations for college financial advisor
- State Education Department
- Writing coach, counselor trainer

### ***How many students do you personally work with?***

Those who indicated 'Other' wrote in the following:

- At high school my caseload ranged from 450-650. At college as a regional rep, I visited schools in 3 counties.
- None

### ***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:

- Conducted further research on featured topics
- Discussed an advertiser or article with a teacher

- I am a very new counselor (less than 2 months)
- I have done all of these things over the past 15 years & continue to do so.
- Incorporated resources into canvas page for students
- Just Share
- Probably all of the above
- read about services provided
- Sent the IEC article to a colleague giving a presentation at MOACAC.
- shared article with a parent
- Shared articles with clients
- Shared information to students, parents and staff
- To be honest, I haven't paid much attention to the advertisements in the magazine. However, I did print off a few articles that I want to share with my fellow counselors and some students.
- we have shared/discussed articles