Findings from Spring 2013 CASE Magazine Readership Survey

Plattsburgh vs. other twice-yearly publications with a circulation of 50,000-99,999 from master’s level institutions. (Estimated error rate of +/- 6 percent.)

How do you generally acquire information about your alma mater?
Respondents saying all or most information was gained via these vehicles.

How often do you typically read Plattsburgh Magazine?
How much of each issue do you read?

<table>
<thead>
<tr>
<th></th>
<th>Others</th>
<th>Plattsburgh</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>9.03%</td>
<td>25.19%</td>
</tr>
<tr>
<td>Most</td>
<td>31.47%</td>
<td>43.8%</td>
</tr>
<tr>
<td>Some</td>
<td>38.62%</td>
<td>27.13%</td>
</tr>
<tr>
<td>None</td>
<td>20.89%</td>
<td>3.88%</td>
</tr>
</tbody>
</table>

How much total time do you typically spend with an issue?

<table>
<thead>
<tr>
<th></th>
<th>Others</th>
<th>Plattsburgh</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 minutes or more</td>
<td>7.22%</td>
<td>13.62%</td>
</tr>
<tr>
<td>30 to 59 minutes</td>
<td>25.42%</td>
<td>35.02%</td>
</tr>
<tr>
<td>10 to 29 minutes</td>
<td>34.42%</td>
<td>40.86%</td>
</tr>
<tr>
<td>1 to 9 minutes</td>
<td>13.88%</td>
<td>6.61%</td>
</tr>
<tr>
<td>Do not read it</td>
<td>18.6%</td>
<td>3.89%</td>
</tr>
</tbody>
</table>
How long do you typically keep an issue of the magazine?

- More than 1 month: 16.85 Others, 29.8 Plattsburgh
- Up to 1 month: 26.32 Others, 34.51 Plattsburgh
- Up to 1 week: 34.86 Others, 26.27 Plattsburgh
- Discard immediately: 21.97 Others, 9.41 Plattsburgh

Do you prefer to read your Plattsburgh Magazine ...

- In print: 43.34 Others, 64.31 Plattsburgh
- Online: 30.7 Others, 9.41 Plattsburgh
- Both: 23.59 Others, 26.27 Plattsburgh
Percent ranking the following "excellent" or "good"

Agree or disagree:
Magazine strengthens my personal connection to the institution.
Actions taken as result of reading the magazine

- Attended an event: 32.81 (Other), 31.97 (Plattsburgh)
- Submitted a class note: 17.99 (Other), 36.89 (Plattsburgh)
- Contacted a classmate or friend: 15.57 (Other), 24.18 (Plattsburgh)
- Discussed or forwarded an article of issue: 20.65 (Other), 31.97 (Plattsburgh)
- Saved an article of issue: 25.44 (Other), 29.51 (Plattsburgh)
- Visited the magazine's or institution's website: 17.59 (Other), 20.9 (Plattsburgh)
- Written a letter or e-mail to the editor or institution: 2.22 (Other), 2.87 (Plattsburgh)
- Made a donation to the institution: 2.22 (Other), 2.87 (Plattsburgh)
- No action taken: 36.89 (Other), 31.6 (Plattsburgh)
- Recommended institution to potential student/family member: 30.27 (Other), 37.7 (Plattsburgh)
- Other: 5.52 (Other), 3.69 (Plattsburgh)
Topics most interested in:

1. Institutional history and traditions.
2. Alumni in their professions.
3. Campus facilities and growth.
4. Individual alumni profiles.
5. Student achievements.
About Our Respondents:

**Relationship to college**

- Relationship to college categories: Graduate, Undergraduate, Staff member, Donor, Parent or other relative, Other.
- Responses are represented in a bar chart.

**Gender**

- Gender categories: Female, Male.
- Responses are represented in a bar chart.

**Age**

- Age categories: Under 25, 25-34, 35-49, 50-64, 65 and older.
- Responses are represented in a bar chart.