

Question	Answer ID	Value	Answer
How often do you typically read {%publicationname%}	6	1	Every issue
How often do you typically read {%publicationname%}	7	2	Most issues
How often do you typically read {%publicationname%}	8	3	Occasional issues
How often do you typically read {%publicationname%}	9	4	Never read an issue
How much of each magazine do you read?	10	1	None of it
How much of each magazine do you read?	11	2	Some of it
How much of each magazine do you read?	12	3	Most of it
How much of each magazine do you read?	13	4	All of it
How long do you typically keep an issue of the magazine?	14	1	More than one month
How long do you typically keep an issue of the magazine?	15	2	Up to one month
How long do you typically keep an issue of the magazine?	16	3	Up to one week
How long do you typically keep an issue of the magazine?	17	4	Discard immediately
How much time total do you typically spend with an issue of {%publicationname%}?	18	1	60 minutes or more
How much time total do you typically spend with an issue of {%publicationname%}?	19	2	30 to 59 minutes
How much time total do you typically spend with an issue of {%publicationname%}?	20	3	10 to 29 minutes
How much time total do you typically spend with an issue of {%publicationname%}?	21	4	1 to 9 minutes
How much time total do you typically spend with an issue of {%publicationname%}?	22	5	I do not read it
Do you prefer to read your {%publicationname%}...	23	1	In print
Do you prefer to read your {%publicationname%}...	24	2	Online (including mobile devices)
Do you prefer to read your {%publicationname%}...	25	3	Both
If there were additional content from {%publicationname%} available only online, how likely are you to go to the website and read it?	26	1	Not at all likely
If there were additional content from {%publicationname%} available only online, how likely are you to go to the website and read it?	27	2	A little

If there were additional content from {%publicationname%} available only online, how likely are you to go to the website and read it?	28	3	Moderately
If there were additional content from {%publicationname%} available only online, how likely are you to go to the website and read it?	29	4	Very likely
Please indicate your agreement with this statement: "{%publicationname%} strengthens my personal connection to the institution."	61	1	Strongly agree
Please indicate your agreement with this statement: "{%publicationname%} strengthens my personal connection to the institution."	62	2	Agree
Please indicate your agreement with this statement: "{%publicationname%} strengthens my personal connection to the institution."	63	3	Disagree
Please indicate your agreement with this statement: "{%publicationname%} strengthens my personal connection to the institution."	64	4	Strongly disagree
Please indicate your agreement with this statement: "{%publicationname%} strengthens my personal connection to the institution."	65	5	No opinion
To what degree do you consider {%publicationname%} to be a credible source of information about the institution?	66	1	Consistently portrays the institution accurately and objectively
To what degree do you consider {%publicationname%} to be a credible source of information about the institution?	67	2	Contains some "spin" but is generally accurate and objective
To what degree do you consider {%publicationname%} to be a credible source of information about the institution?	68	3	Usually portrays the institution only in a positive light
To what degree do you consider {%publicationname%} to be a credible source of information about the institution?	69	4	Is not a good source of objective information
To what degree do you consider {%publicationname%} to be a credible source of information about the institution?	70	5	No opinion
What is your age?	71	1	Under 25
What is your age?	72	2	25-34
What is your age?	73	3	35-49

What is your age?	74	4	50-64
What is your age?	75	5	65 and over
What is your gender?	76	1	Female
What is your gender?	77	2	Male
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	78	3	Serves as a source of continuing education
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	79	4	Helps me to feel more in touch with my graduating class
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	80	6	Encourages me to volunteer my time to the institution
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	81	8	Provides useful career and networking information
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	82	11	Reminds me of my experience at the institution
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	83	12	Encourages me to support the institution financially
Please indicate all the ways in which {%publicationname%} strengthens your connection to the institution. Check all that apply.	84	13	Other
Please indicate all the ways in which {%publicationname%} does NOT enhance your connection to the institution. Check all that apply.	85	1	The magazine does not address topics of interest to me
Please indicate all the ways in which {%publicationname%} does NOT enhance your connection to the institution. Check all that apply.	86	2	The magazine does not reflect my experience of the institution
Please indicate all the ways in which {%publicationname%} does NOT enhance your connection to the institution. Check all that apply.	87	3	The magazine is not an objective source of information about the institution

Please indicate all the ways in which {%publicationname%} does NOT enhance your connection to the institution. Check all that apply.	88	4	The magazine is primarily a fund-raising tool
Please indicate all the ways in which {%publicationname%} does NOT enhance your connection to the institution. Check all that apply.	89	5	Other
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	90	1	Attended an event
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	91	2	Contacted a classmate or friend
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	92	3	Submitted a class note
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	93	4	Discussed or forwarded an article or issue
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	94	5	Saved an article or issue
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	95	6	Visited the magazine's or institution's website
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	96	7	Written a letter or e-mail to the editor or institution
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	97	8	Made a donation to the institution
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	98	11	Volunteered for an activity
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	99	21	Recommended the institution to a potential student or family member
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	100	10	Other
What actions have you taken as a result of reading {%publicationname%}? Check all that apply.	101	9	No action taken
What is your relationship to the institution? Check all that apply.	102	1	Alumnus/Alumna (graduate)
What is your relationship to the institution? Check all that apply.	103	2	Current student
What is your relationship to the institution? Check all that apply.	104	3	Faculty/staff member
What is your relationship to the institution? Check all that apply.	105	5	Retired faculty/staff

What is your relationship to the institution? Check all that apply.	106	6	Donor
What is your relationship to the institution? Check all that apply.	107	7	Parent or other relative
What is your relationship to the institution? Check all that apply.	108	9	Attended (non-graduate)
What is your relationship to the institution? Check all that apply.	109	8	Other