

# B-School Magazine Name Readership Survey

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Start of Block: Default Question Block

**Q1 Purpose of Survey:** At **NAME OF B-SCHOOL**, we want to produce the best business school magazine for our readers. You will be asked to complete an online survey to share your reading habits, content preferences and overall impressions of the **B-SCHOOL MAGAZINE NAME**. Participation is voluntary. Even after you begin the survey, you may decline to answer any question and you may stop at any time without penalty. *We incorporate the insights you give us into future issues of the magazine.*

**Length of Participation:** This survey should take 5-10 minutes to complete.

**Contacts/Questions:** If you have any questions, you may contact us via email at **CONTACT EMAIL ADDRESS**.

☐ I agree to take the survey

☐ I do not wish to continue

*Skip To: End of Survey If Q1 = I do not wish to continue*

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Q2 What is your relationship to **UNIVERSITY NAME**? (Select all that apply)

- ☐ Alumni
  - ☐ Attended (non-graduate)
  - ☐ Current student
  - ☐ Faculty/staff member
  - ☐ Donor
  - ☐ Parent or other relative
  - ☐ Former faculty/staff member
  - ☐ Dean or Administrator at a different university
  - ☐ Employer of **UNIVERSITY NAME** grads
  - ☐ Other (please specify)
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*Display This Question:*

*If Q2 = Alumni*

*Or Q2 = Current student*

Q3 What year did you/will you graduate from **UNIVERSITY NAME**? (If you hold more than one degree, select the degree of your **earliest** graduation year.)

▼ 2029 ... Before 1950

Display This Question:

If Q2 = Alumni

Or Q2 = Current student

Q4 What is/was your major at **B-SCHOOL NAME**? (Select all that apply)

☐

ETC.

LIST ALL UNDERGRAD MAJORS, GRAD DEGREES, PHD PROGRAMS,

☐

ETC.

LIST ALL UNDERGRAD MAJORS, GRAD DEGREES, PHD PROGRAMS,

☐

ETC.

LIST ALL UNDERGRAD MAJORS, GRAD DEGREES, PHD PROGRAMS,

☐

ETC.

LIST ALL UNDERGRAD MAJORS, GRAD DEGREES, PHD PROGRAMS,

☐

ETC.

LIST ALL UNDERGRAD MAJORS, GRAD DEGREES, PHD PROGRAMS,

☐

...

☐

ETC.

LIST ALL UNDERGRAD MAJORS, GRAD DEGREES, PHD PROGRAMS,

☐

Other \_\_\_\_\_

☐

Not a business major

Q5 Generally, how do you acquire information about **B-SCHOOL NAME**? (Select all that apply)

- ☐ **B-SCHOOL MAGAZINE NAME**
- ☐ Emails from **UNIVERSITY NAME** and/or the **B-SCHOOL NAME**
- ☐ Website: **B-SCHOOL MAGAZINE WEBSITE ADDRESS** OR **B-SCHOOL WEBSITE ADDRESS**
- ☐ **B-SCHOOL NAME** Department Annual Reports
- ☐ Other non-**B-SCHOOL NAME** publications from **UNIVERSITY NAME**, such as **UNIVERSITY ALUMNI MAGAZINE NAME**, or a non- **B-SCHOOL NAME** department report
- ☐ **B-SCHOOL NAME** Alumni Network
- ☐ Word-of-Mouth
- ☐ Social Media
- ☐ Podcasts (**TITLES OF PODCASTS**)
- ☐ Other (please specify)  
\_\_\_\_\_

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Q6 Did you receive the most recent issue of **B-SCHOOL MAGAZINE NAME**?

- ☐ Yes
- ☐ No

*Skip To: End of Survey If Q6 = No*

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Q7 How did you receive the latest issue of the **B-SCHOOL MAGAZINE NAME**? (Select all that apply)

☐

Mail

☐

Campus newsstand

☐

Someone gave it to me

☐

Other \_\_\_\_\_

Q8 How many copies of the magazine do you receive per issue?

▼ 1 ... More than 3

Q9 When you receive the magazine, how often do you read the **B-SCHOOL MAGAZINE NAME**?

▼ Never ... Every Time

*Skip To: End of Survey If Q9 = Never*

Q10 Including yourself, how many people in your household/office read the **B-SCHOOL MAGAZINE NAME**?

▼ 1 ... More than 4

Q11 Select the articles you read in this latest issue (Check all that apply):

- ☐ **TITLE OF ARTICLE 1**
- ☐ **TITLE OF ARTICLE 2**
- ☐ **TITLE OF ARTICLE 3**
- ☐ **TITLE OF ARTICLE 4**
- ☐ **...**
- ☐ **TITLE OF LAST ARTICLE**

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Q12 How do you feel when reading the magazine? (Select all that apply)

- ☐ Amused
- ☐ Angry
- ☐ Confused
- ☐ Connected
- ☐ Disappointed
- ☐ Dissatisfied
- ☐ Embarrassed
- ☐ Entertained
- ☐ Frustrated
- ☐ Happy
- ☐ Informed
- ☐ Inspired
- ☐ Interested
- ☐ Nostalgic
- ☐ Proud
- ☐ Represented
- ☐ Sad
- ☐ Satisfied

☐

Surprised

☐

Worried

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*Carry Forward Selected Choices from "Q12"*



Q13 Now, with the list of emotions that you indicated you feel when reading the magazine, please drag each one to rank them in order from strongest (at the top) to least strong (at the bottom).

- \_\_\_\_\_ Amused
  - \_\_\_\_\_ Angry
  - \_\_\_\_\_ Confused
  - \_\_\_\_\_ Connected
  - \_\_\_\_\_ Disappointed
  - \_\_\_\_\_ Dissatisfied
  - \_\_\_\_\_ Embarrassed
  - \_\_\_\_\_ Entertained
  - \_\_\_\_\_ Frustrated
  - \_\_\_\_\_ Happy
  - \_\_\_\_\_ Informed
  - \_\_\_\_\_ Inspired
  - \_\_\_\_\_ Interested
  - \_\_\_\_\_ Nostalgic
  - \_\_\_\_\_ Proud
  - \_\_\_\_\_ Represented
  - \_\_\_\_\_ Sad
  - \_\_\_\_\_ Satisfied
  - \_\_\_\_\_ Surprised
  - \_\_\_\_\_ Worried
-



Q12 How do you read the **B-SCHOOL MAGAZINE NAME**? (Select all that apply)

- ☐ In print
  - ☐ Email
  - ☐ Online (**B-SCHOOL MAGAZINE WEBSITE ADDRESS**)
  - ☐ Social media
- 

Q13 What actions have you taken as a result of reading the magazine? (Select all that apply)

- ☐ Attended an event
  - ☐ Made a contribution to the university
  - ☐ Contacted a **UNIVERSITY NAME** employee
  - ☐ Visited the website
  - ☐ Discussed the article with others
  - ☐ Applied insights into my professional life
  - ☐ Applied insights into my personal life
  - ☐ Completed a survey
  - ☐ No action taken
  - ☐ Other (please specify)
-

Q14 Please rate the **B-SCHOOL MAGAZINE NAME** on the following:

	Too Long (1)	Just Right (2)	Too Short (3)
Length of Magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q15 Please rate the **B-SCHOOL MAGAZINE NAME** on the following:

	Too Frequent (1)	Just Right (2)	Too Infrequent (3)
Frequency of Magazine (2x/year)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q16 Please rate the quality of the **B-SCHOOL MAGAZINE NAME** on the following:

	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
Layout and Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing Style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of Alumni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of Students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Themes of Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of Faculty Research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 What should we keep doing in the magazine?

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Q18 What should we stop doing in the magazine?

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Q20 Is there a subject you would like to see covered by the **B-SCHOOL MAGAZINE NAME**?

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Q21 Any other thoughts or comments you would like to make about the **B-SCHOOL MAGAZINE NAME**?

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Q22 Finally, we would like to ask you a few basic demographic questions. All responses are **anonymous**. Do you agree to continue?

☐ I Agree

☐ I Do Not Agree

*Skip To: End of Survey If Q22 = I Do Not Agree*

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Q23 What is your age?

▼ 10 ... 100+

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Q24 What is your sex?

☐ Male

☐ Female

☐ Other

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Q25 Ethnicity (Select all that apply):

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other \_\_\_\_\_
- ☐ Prefer not to answer

End of Block: Default Question Block

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