

1-1 How do you generally acquire information about your school?

| PERCENT | ALL INFORMATION (1) | MOST INFORMATION (2) | SOME INFORMATION (3) | NO INFORMATION (4) | NO OPINION (5) | TOTAL |
|----------------------------------|---------------------|----------------------|----------------------|--------------------|----------------|----------------|
| Magazine | 10.4% | 31.6% | 49.1% | 7.5% | 1.4% | 100% (1970) |
| E-mails from the institution | 12.2% | 40.2% | 42.5% | 4.2% | 1.0% | 100% (1999) |
| School's website | 9.5% | 24.2% | 42.5% | 19.6% | 4.1% | 100% (1829) |
| Facebook | 3.4% | 13.7% | 30.2% | 44.0% | 8.7% | 100% (1736) |
| Twitter | 1.3% | 2.1% | 13.9% | 68.4% | 14.2% | 100% (1636) |
| Other institutional publications | 2.0% | 4.8% | 31.3% | 49.4% | 12.5% | 100% (1664) |
| Local or national media | 1.7% | 5.5% | 40.5% | 43.5% | 8.9% | 100% (1668) |

| PERCENT | ALL INFORMATION (1) | MOST INFORMATION (2) | SOME INFORMATION (3) | NO INFORMATION (4) | NO OPINION (5) | TOTAL |
|----------------------------|---------------------|----------------------|----------------------|--------------------|----------------|-------------|
| Word of mouth/other alumni | 5.3% | 17.4% | 47.7% | 24.1% | 5.5% | 100% (1766) |
| Other | 2.0% | 4.1% | 18.9% | 35.1% | 40.0% | 100% (1466) |

1-2 How often do you typically read Lift

| PERCENT | EVERY ISSUE (1) | MOST ISSUES(2) | OCCASIONAL ISSUES (3) | NEVER READAN ISSUE(4) | TOTAL |
|--------------------------------------|-----------------|----------------|-----------------------|-----------------------|-------------|
| How often do you typically read Lift | 47.3% | 26.7% | 19.8% | 6.2% | 100% (2133) |

1-3 How much of each magazine do you read?

| PERCENT | NONE OF IT (1) | SOME OF IT (2) | MOST OF IT (3) | ALL OF IT (4) | TOTAL |
|--|----------------|----------------|----------------|---------------|-------------|
| How much of each magazine do you read? | 5.6% | 32.5% | 44.4% | 17.4% | 100% (2105) |

1-4 How long do you typically keep an issue of the magazine?

| PERCENT | MORE THAN ONE MONTH (1) | UP TO ONE MONTH (2) | UP TO ONE WEEK (3) | DISCARD IMMEDIATELY (4) | TOTAL |
|--|-------------------------|---------------------|--------------------|-------------------------|----------------|
| How long do you typically keep an issue of the magazine? | 38.4% | 32.1% | 21.5% | 8.0% | 100% (2097) |

1-5 How much time total do you typically spend with an issue of Lift?

| PERCENT | 60 MINUTES OR MORE (1) | 30 TO 59 MINUTES (2) | 10 TO 29 MINUTES (3) | 1 TO 9 MINUTES (4) | I DONOT READ IT (5) | TOTAL |
|---|------------------------|----------------------|----------------------|--------------------|---------------------|----------------|
| How much time total do you typically spend with an issue of Lift? | 14.2% | 40.4% | 33.6% | 6.6% | 5.1% | 100% (2114) |

1-6 Do you prefer to read your Lift...

| PERCENT | IN PRINT (1) | ONLINE (INCLUDING MOBILE DEVICES) (2) | BOTH (3) | TOTAL |
|------------------------------------|-----------------|--|----------|----------------|
| Do you prefer to read your Lift... | 58.0% | 14.8% | 27.2% | 100% (2099) |

1-7 If there were additional content from Lift available only online, how likely are you to go to the website and read it?

| PERCENT | NOT AT ALL LIKELY (1) | A LITTLE (2) | MODERATELY (3) | VERY LIKELY (4) | TOTAL |
|--|-----------------------|--------------|----------------|-----------------|-------------|
| If there were additional content from Lift available only online, how likely are you to go to the website and read it? | 17.4% | 38.5% | 29.4% | 14.7% | 100% (2115) |

2-1 Please rate your interest in knowing about Academics and Intellectual Life.

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|----------------------------------|---------------------|----------------|-------------------------|--------------------|----------------|-------------|
| Stories about individual courses | 12.9% | 32.7% | 38.8% | 13.3% | 2.2% | 100% (2032) |
| Curriculum | 11.0% | 31.0% | 40.4% | 15.3% | 2.3% | 100% (1996) |
| Faculty research | 17.3% | 41.1% | 32.8% | 7.2% | 1.6% | 100% (2019) |

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|---|---------------------|----------------|-------------------------|--------------------|----------------|-------------|
| Student research/academic experiences | 22.0% | 42.8% | 28.2% | 5.4% | 1.6% | 100% (2035) |
| Faculty publications | 8.6% | 30.9% | 41.1% | 16.3% | 3.2% | 100% (1992) |
| Faculty awards and achievements | 8.4% | 27.5% | 42.4% | 18.7% | 3.1% | 100% (1983) |
| Faculty selection, promotion, retirements | 8.8% | 24.9% | 41.6% | 21.0% | 3.6% | 100% (1980) |
| Individual faculty profiles | 9.7% | 32.8% | 40.1% | 14.4% | 3.1% | 100% (1982) |

2-2 Please rate your interest in knowing about Campus Life.

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|----------------------------------|---------------------|----------------|-------------------------|--------------------|----------------|-------------|
| Cultural events and performances | 12.5% | 34.7% | 34.0% | 15.6% | 3.3% | 100% (1979) |
| Athletics | 11.8% | 28.0% | 35.8% | 21.7% | 2.7% | 100% (1974) |

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|-------------------------------------|---------------------|----------------|-------------------------|--------------------|----------------|-------------|
| Visiting speakers | 12.5% | 37.3% | 33.7% | 13.5% | 3.0% | 100% (1974) |
| Campus controversies | 13.0% | 34.4% | 33.7% | 16.0% | 2.9% | 100% (1983) |
| Student achievements | 18.4% | 40.4% | 31.3% | 7.5% | 2.4% | 100% (1979) |
| Student community service | 10.1% | 30.0% | 38.6% | 18.1% | 3.1% | 100% (1957) |
| Student issues and opinions | 13.6% | 34.4% | 35.5% | 13.4% | 3.1% | 100% (1964) |
| Extracurricular life and activities | 11.2% | 31.4% | 36.4% | 17.7% | 3.2% | 100% (1968) |
| Individual student profiles | 10.2% | 29.1% | 36.0% | 21.0% | 3.6% | 100% (1949) |

2-3 Please rate your interest in knowing about Alumni Life and Activities.

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|---------|---------------------|----------------|-------------------------|--------------------|----------------|-------|
|---------|---------------------|----------------|-------------------------|--------------------|----------------|-------|

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|--|---------------------|----------------|-------------------------|--------------------|----------------|-------------|
| Alumni chapter activities/regional programming | 24.0% | 39.0% | 27.7% | 7.2% | 2.1% | 100% (1993) |
| Alumni volunteers for the institution | 14.2% | 34.7% | 34.4% | 14.0% | 2.7% | 100% (1954) |
| Alumni in their professions | 29.8% | 44.0% | 21.1% | 3.8% | 1.3% | 100% (1997) |
| Alumni in their personal lives | 14.6% | 29.8% | 33.0% | 19.7% | 2.9% | 100% (1956) |
| Individual alumni profiles | 16.9% | 37.6% | 31.7% | 11.6% | 2.3% | 100% (1964) |
| Class notes | 16.1% | 31.2% | 32.7% | 16.0% | 4.0% | 100% (1954) |
| Obituaries | 13.3% | 30.5% | 35.2% | 16.8% | 4.3% | 100% (1937) |

2-4 Please rate your interest in knowing about Institutional Affairs.

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|---------|---------------------|----------------|-------------------------|--------------------|----------------|-------|
|---------|---------------------|----------------|-------------------------|--------------------|----------------|-------|

CASE Magazine Readership Survey - report

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|--|---------------------|----------------|-------------------------|--------------------|----------------|-------------|
| Admissions policies and results | 9.5% | 29.6% | 37.1% | 20.7% | 3.1% | 100% (1935) |
| Campus facilities and growth | 24.5% | 43.7% | 25.2% | 5.1% | 1.5% | 100% (1963) |
| The institution's financial status | 17.7% | 35.6% | 33.0% | 11.8% | 2.0% | 100% (1946) |
| Fundraising efforts | 9.4% | 27.6% | 40.8% | 19.7% | 2.5% | 100% (1930) |
| Staff selection, promotion, or retirements | 8.8% | 28.4% | 40.8% | 18.5% | 3.4% | 100% (1934) |
| Commencement, convocations, or ceremonies | 8.8% | 28.3% | 42.9% | 17.0% | 3.0% | 100% (1931) |
| Institutional history and traditions | 25.6% | 41.5% | 25.7% | 6.0% | 1.3% | 100% (1960) |
| Strategic planning | 17.1% | 35.2% | 33.4% | 12.2% | 2.2% | 100% (1939) |
| Stories about donors | 7.2% | 23.9% | 39.7% | 26.3% | 2.9% | 100% (1921) |
| Message from the president | 15.4% | 37.2% | 34.6% | 10.9% | 1.9% | 100% (1941) |

2-5 Please rate your interest in knowing about General-interest Topics.

| PERCENT | VERY INTERESTED (1) | INTERESTED (2) | SOMEWHAT INTERESTED (3) | NOT INTERESTED (4) | NO OPINION (5) | TOTAL |
|--------------------------------------|---------------------|----------------|-------------------------|--------------------|----------------|----------------|
| Issues facing the local community | 8.9% | 29.9% | 37.6% | 20.8% | 2.8% | 100% (1912) |
| Issues facing higher education | 14.8% | 37.5% | 35.1% | 10.8% | 1.8% | 100% (1913) |
| Arts and culture | 7.4% | 26.7% | 40.0% | 22.8% | 3.1% | 100% (1903) |
| Health and health care | 7.2% | 22.6% | 37.9% | 29.2% | 3.1% | 100% (1896) |
| Business and industry | 25.0% | 42.2% | 24.6% | 7.0% | 1.3% | 100% (1926) |
| Science, technology, and engineering | 36.0% | 41.4% | 17.4% | 4.1% | 1.1% | 100% (1967) |
| Environmental issues | 14.1% | 33.8% | 33.1% | 16.5% | 2.4% | 100% (1909) |
| Religion/faith-based issues | 7.1% | 18.3% | 30.2% | 40.5% | 3.9% | 100% (1893) |
| Letters to the editor | 9.8% | 32.3% | 40.2% | 15.3% | 2.4% | 100% (1899) |
| Global/international issues | 20.1% | 36.9% | 30.6% | 10.7% | 1.7% | 100% (1903) |

3-2 Please rate the quality of Lift on the following:

| PERCENT | EXCELLENT (1) | GOOD (2) | AVERAGE (3) | POOR (4) | VERY POOR (5) | NO OPINION (6) | TOTAL |
|-------------------|---------------|----------|-------------|----------|---------------|----------------|----------------|
| Content | 22.1% | 53.8% | 18.5% | 0.9% | 0.4% | 4.4% | 100% (1988) |
| Cover | 41.5% | 42.8% | 10.7% | 0.4% | 0.4% | 4.2% | 100% (1982) |
| Ease of reading | 30.7% | 49.7% | 14.5% | 0.5% | 0.2% | 4.4% | 100% (1980) |
| Layout and design | 28.3% | 50.3% | 15.8% | 0.8% | 0.3% | 4.5% | 100% (1967) |
| Photography | 39.1% | 43.8% | 11.7% | 1.0% | 0.2% | 4.2% | 100% (1979) |
| Writing | 24.2% | 52.8% | 17.6% | 0.6% | 0.2% | 4.6% | 100% (1951) |

3-3 Please indicate your agreement with this statement: "Lift strengthens my personal connection to the institution."

| PERCENT | STRONGLY AGREE (1) | AGREE (2) | DISAGREE (3) | STRONGLY DISAGREE (4) | NO OPINION (5) | TOTAL |
|---|--------------------|-----------|--------------|-----------------------|----------------|----------------|
| Please indicate your agreement with this statement: "Lift strengthens my personal connection to the institution." | 19.7% | 59.6% | 5.6% | 1.7% | 13.4% | 100% (1994) |

3-4 Please indicate all the ways in which Lift strengthens your connection to the institution. Check all that apply.

| RESPONSE | COUNT | TOTAL | % |
|---|-------|-------|------|
| Reminds me of my experience at the institution | 1132 | 1547 | 73.2 |
| Helps me to feel more in touch with my graduating class | 705 | 1547 | 45.6 |
| Provides useful career and networking information | 815 | 1547 | 52.7 |
| Encourages me to support the institution financially | 426 | 1547 | 27.5 |
| Encourages me to volunteer my time to the institution | 207 | 1547 | 13.4 |
| Serves as a source of continuing education | 613 | 1547 | 39.6 |

3-5 Please indicate all the ways in which Lift does NOT enhance your connection to the institution. Check all that apply.

| RESPONSE | COUNT | TOTAL | % |
|----------|-------|-------|---|
|----------|-------|-------|---|

CASE Magazine Readership Survey - report

| RESPONSE | COUNT | TOTAL | % |
|--|-------|-------|------|
| The magazine is primarily a fund-raising tool | 60 | 134 | 44.8 |
| The magazine does not address topics of interest to me | 58 | 134 | 43.3 |
| The magazine does not reflect my experience of the institution | 81 | 134 | 60.4 |
| The magazine is not an objective source of information about the institution | 44 | 134 | 32.8 |

3-6 What actions have you taken as a result of reading Lift? Check all that apply.

| RESPONSE | COUNT | TOTAL | % |
|---|-------|-------|------|
| Saved an article or issue | 810 | 1944 | 41.7 |
| Contacted a classmate or friend | 435 | 1944 | 22.4 |
| Discussed or forwarded an article or issue | 647 | 1944 | 33.3 |
| Attended an event | 516 | 1944 | 26.5 |
| Submitted a class note | 128 | 1944 | 6.6 |
| Volunteered for an activity | 111 | 1944 | 5.7 |
| Made a donation to the institution | 297 | 1944 | 15.3 |
| No action taken | 430 | 1944 | 22.1 |
| Recommended the institution to a potential student or family member | 729 | 1944 | 37.5 |

| RESPONSE | COUNT | TOTAL | % |
|---|-------|-------|------|
| Visited the magazine's or institution's website | 633 | 1944 | 32.6 |
| Written a letter or e-mail to the editor or institution | 42 | 1944 | 2.2 |

3-7 To what degree do you consider Lift to be a credible source of information about the institution?

| PERCENT | CONSISTENTLY PORTRAYS THE INSTITUTION ACCURATELY AND OBJECTIVELY (1) | CONTAINS SOME "SPIN" BUT IS GENERALLY ACCURATE AND OBJECTIVE (2) | USUALLY PORTRAYS THE INSTITUTION ONLY IN A POSITIVE LIGHT (3) | IS NOT A GOOD SOURCE OF OBJECTIVE INFORMATION (4) | NO OPINION (5) | TOTAL |
|---|--|--|---|---|----------------|-------------|
| To what degree do you consider Lift to be a credible source of information about the institution? | 31.9% | 30.2% | 18.9% | 2.2% | 16.7% | 100% (1969) |

4-5 What is your relationship to the institution? Check all that apply.

| RESPONSE | COUNT | TOTAL | % |
|---------------------------|-------|-------|------|
| Attended (non-graduate) | 24 | 1950 | 1.2 |
| Donor | 161 | 1950 | 8.3 |
| Alumnus/Alumna (graduate) | 1654 | 1950 | 84.8 |
| Parent or other relative | 120 | 1950 | 6.2 |
| Current student | 128 | 1950 | 6.6 |
| Faculty/staff member | 180 | 1950 | 9.2 |
| Retired faculty/staff | 39 | 1950 | 2.0 |

4-6 What is your age?

| PERCENT | UNDER 25 (1) | 25-34 (2) | 35-49 (3) | 50-64 (4) | 65 AND OVER (5) | TOTAL |
|-------------------|-----------------|-----------|-----------|-----------|--------------------|----------------|
| What is your age? | 3.9% | 18.1% | 32.0% | 34.4% | 11.5% | 100% (1950) |

4-7 What is your gender?

| PERCENT | FEMALE (1) | MALE (2) | TOTAL |
|----------------------|------------|----------|----------------|
| What is your gender? | 19.6% | 80.4% | 100% (1937) |