

And the survey says . . .

The results are in from the *Cal Poly Magazine* readership survey we sent out in May. We thank those respondents who took the time to check all those little boxes and add some comments along the way. Following is the summary of results from our 15% response:

Our overall reviews are solid, with extra praise here and there, and some constructive criticism as well, both of which we will use in improving the publication.

Overall format and layout are rated at 24% excellent and 62% good. Artwork stands at 32% excellent and 47% good. The cover is rated excellent by 33% and good by 54%, and the quality of writing is 33% excellent and 60% good.

Most of you (68%) read some of every issue (68%) as soon as you receive it (55%), with 39% reading it eventually. (Note: We encourage you to read the magazine on its Web page at <http://www.calpoly.edu/whats.new.html> under "Publications" — 72% of our respondents have access to the Internet, but only 28% of those have visited our Website.)

You consider the subject matter good (72%) to excellent (21%) and the articles relevant to you (90%), with the range of topics 28% excellent and 54% good. Most of you think the length of feature stories is "just right" (85%), and rank most specific sections good — "From Our Readers" 67%, "A Look Back" 58%, "University News" 76%, and "Alumni News" 63%.

There are also some conflicting responses: 59% of you rate "Editor's Notes" good, but 28% don't read it; 55% rank "Sports News" good, but 34% don't read it; 62% rate "Advancement" good, but 28% don't read it; and "Class Notes" — what readers have told us before is their

favorite section — is ranked good by 60% of the respondents but is not read by 19%.

The three most requested topics are features on noted alumni (74%), campus improvements (70%), and Cal Poly research projects (63%). Some areas that readers would like to see covered more are community relations, San Luis Obispo growth and changes, and future events.

When you're finished with the magazine, 78% of you discard it (!), with only 11% saving it or passing it along. (We need to think about this one.)

As for reader demographics: You were split evenly among age groups of 31-40, 41-50, 51-60 at 25% each, most of you (63%) earned bachelor's degrees and master's degrees (16%), and your university affiliation is primarily alum (70%) or parent of student/alum (24%). Most of you live in Northern California (37%) and Southern California (31%) and your household income is \$50,000-\$69,000 (25%) and \$70,000+ (49%).

Finally, many of you tell us to keep up the good work. One respondent suggests that we "go crazy" with the magazine

— "Make it fun and interesting. Remember, we've graduated and we don't want to feel like we're studying." CP