

Grand Valley Magazine Project

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2023-12-01

Data Import

most_info_gvm_print	num_issues	num_articles	relation_faculty
1	0	3	1
	0	1	
	3	15	1
	0	3	
	0	8	
	0	15	1

Question Breakdown

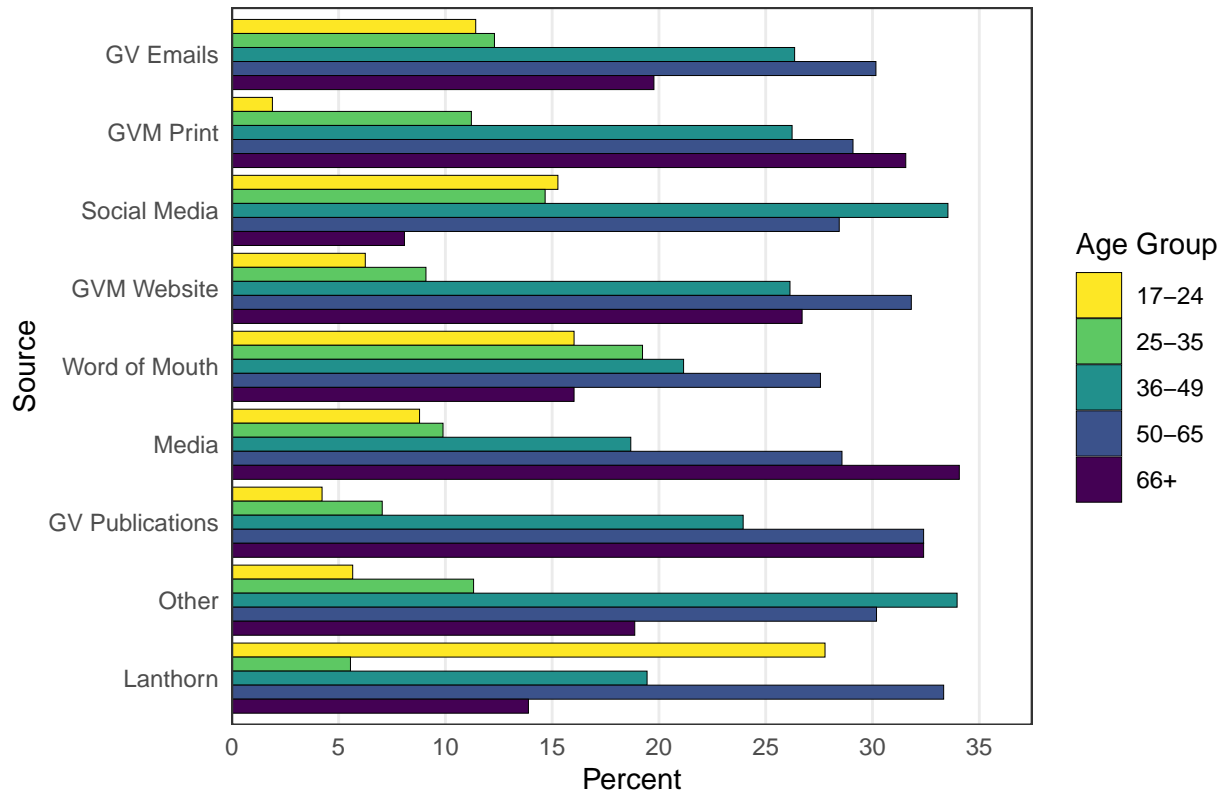
Establishing number of people per age group.

Age	Number in category
17-24	103
25-35	116
36-49	261
50-65	303
66+	217

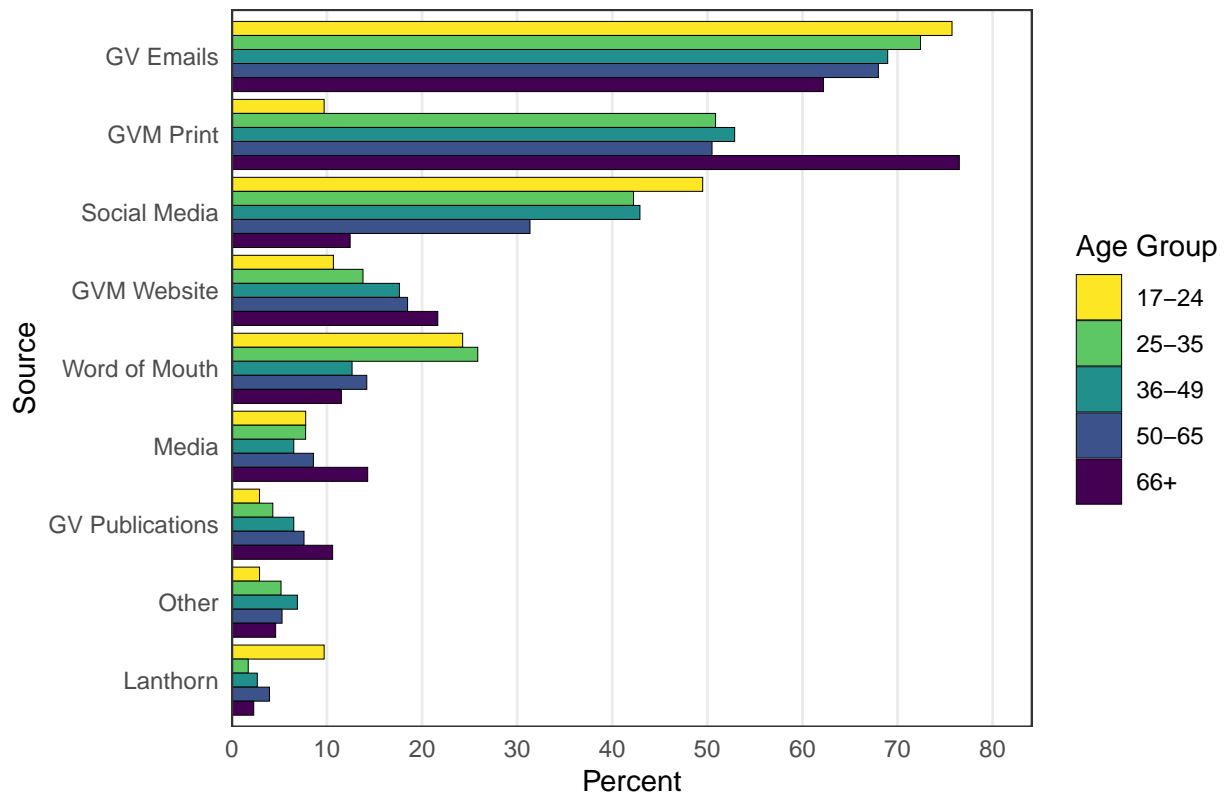
Question 1

Asks Where do you acquire most of your information about GVSU? and is a mark all that apply question.

Where do you acquire most of your information about GV?



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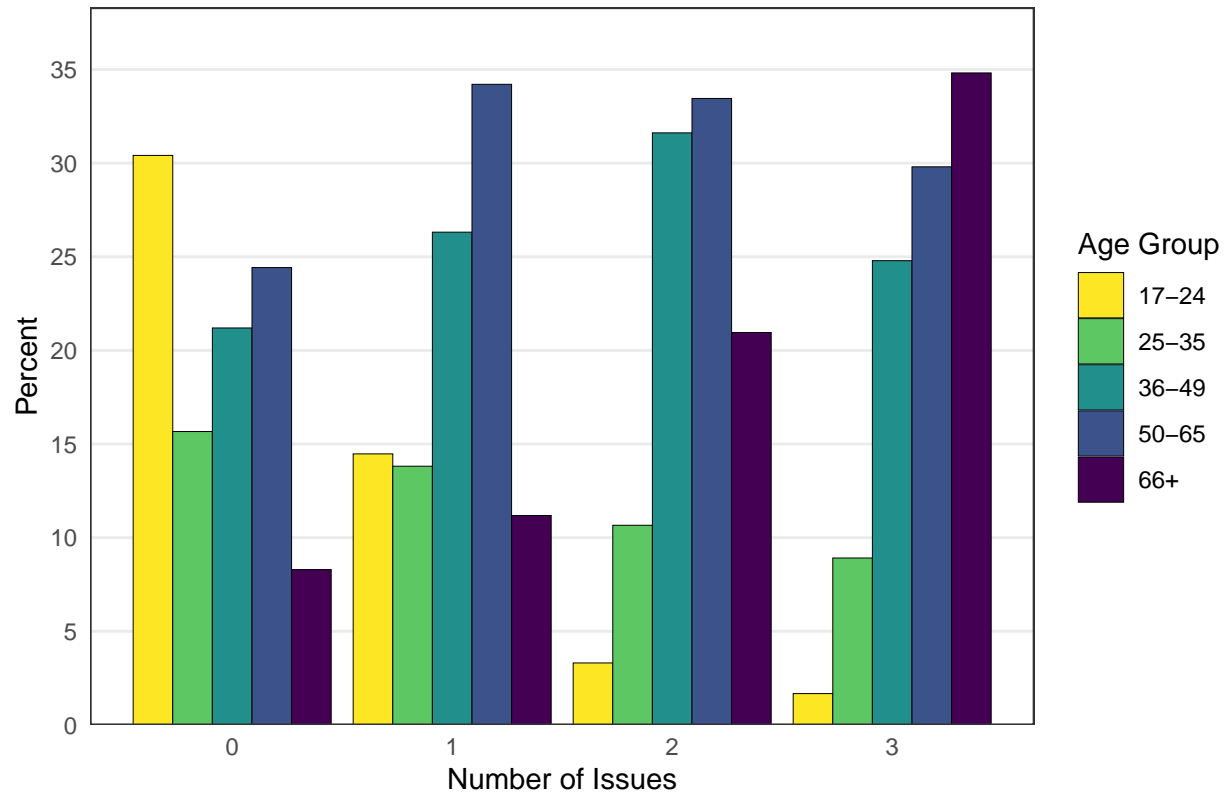
Here are the counts per each category for Question 1.

Location	Count in category
GV Emails	683
GV Publications	71
GVM Print	526
GVM Website	176
Lanthorn	36
Media	91
Other	53
Social Media	334
Word of Mouth	156

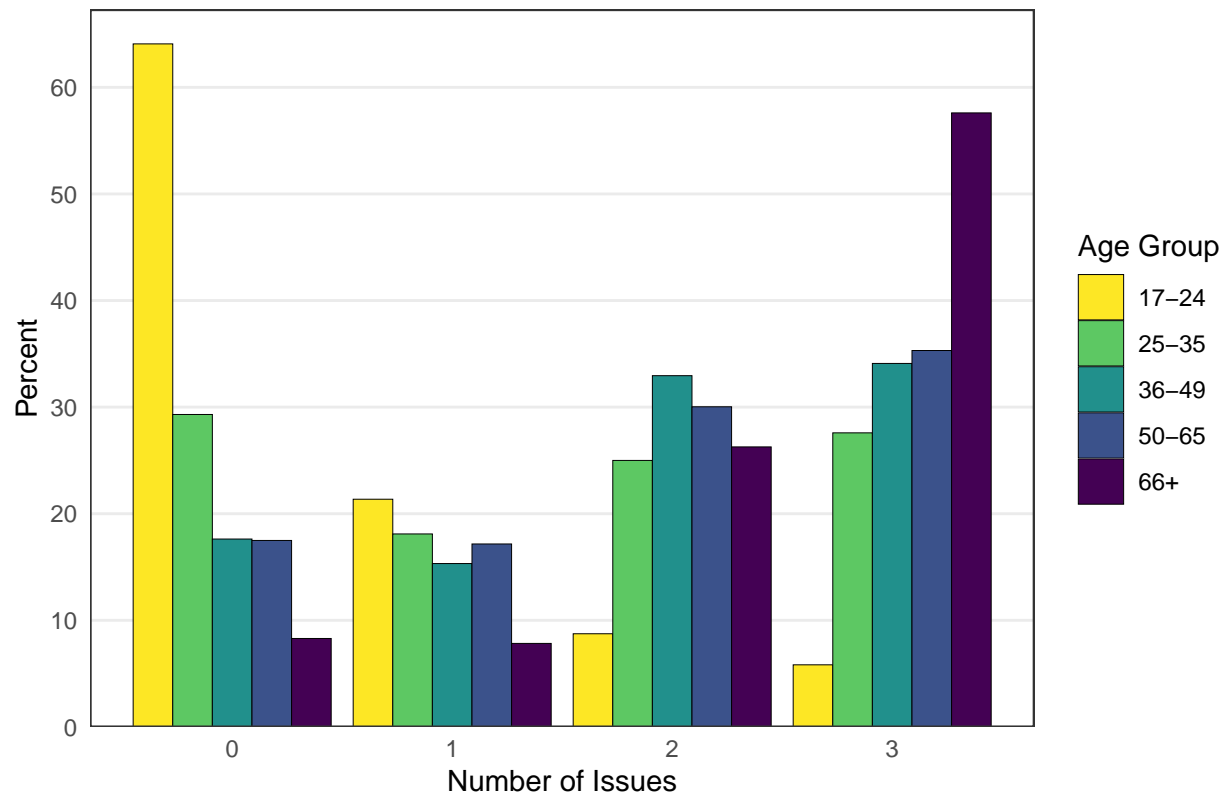
Question 3

Asks How many PRINT issues have you read within the last year? and is single select.

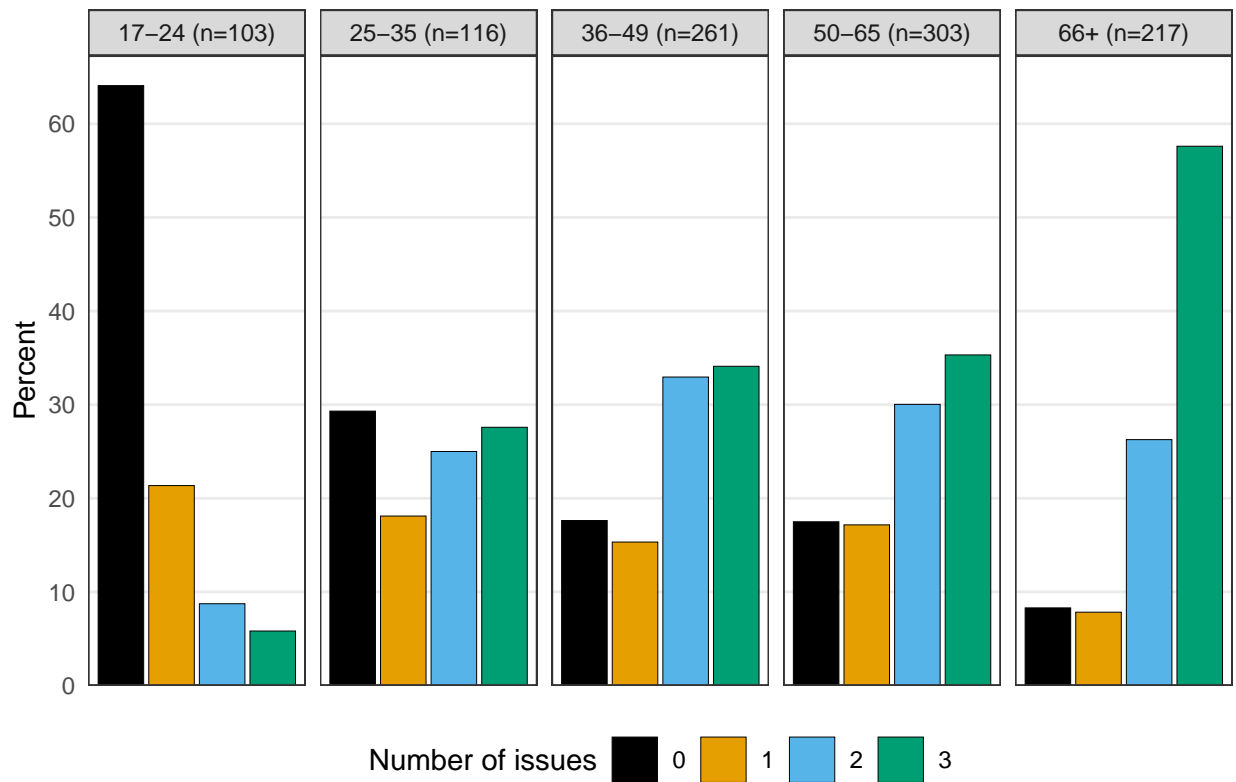
How many PRINT issues have you read within the last year?



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Here is a table of counts per category for Question 3.

Number of issues	Count in category
0	217
1	152
2	272
3	359

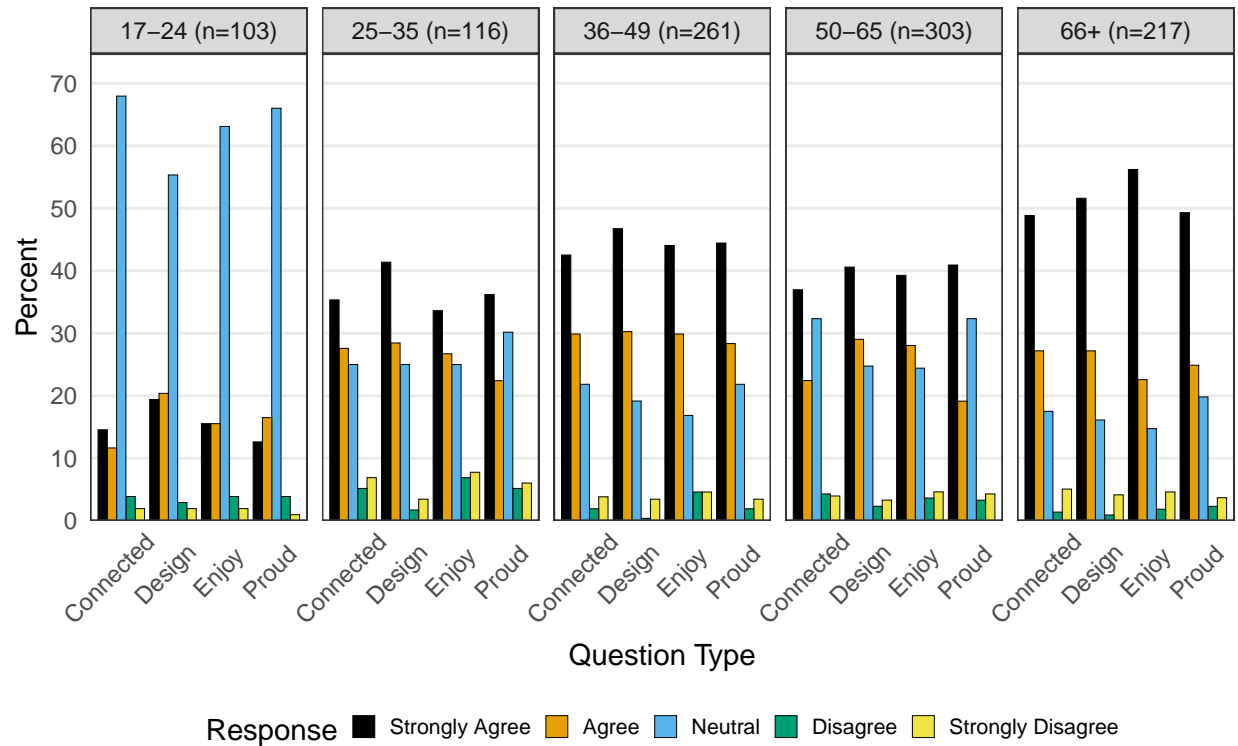
Question 5

Asks To what extent do you agree or disagree with these statements about PRINTED issues of Grand Valley Magazine? and is a likert matrix, where a score of 1 means **Strongly Disagree** and 5 means **Strongly Agree**.

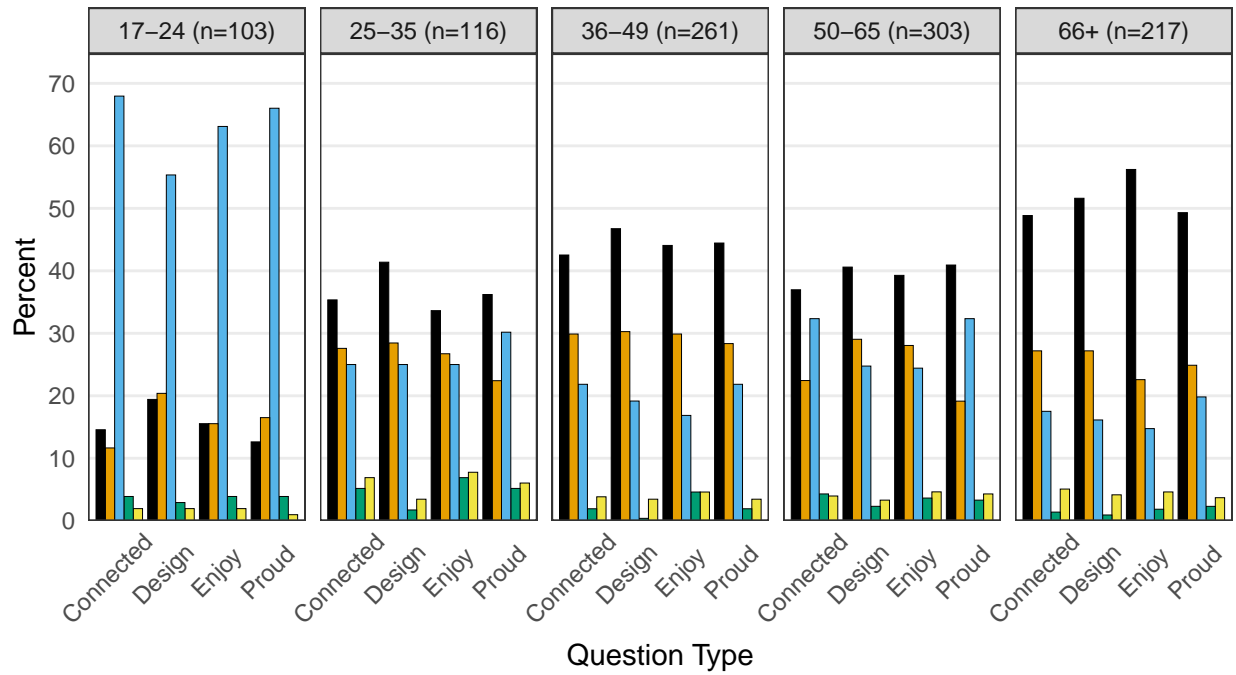
The questions are:

- I **enjoy** reading the printed publication.
- The **design** and visual elements aid in my understanding and enjoyment of the text.
- I feel more **connected** to Grand Valley State University after the print issues.
- Reading print issues of Grand Valley Magazine makes me **proud** to be part of the GVSU community.

To what extent do you agree or disagree with these statements about PRIN issues of Grand Valley Magazine?



To what extent do you agree or disagree with these statements about PRIN issues of Grand Valley Magazine?



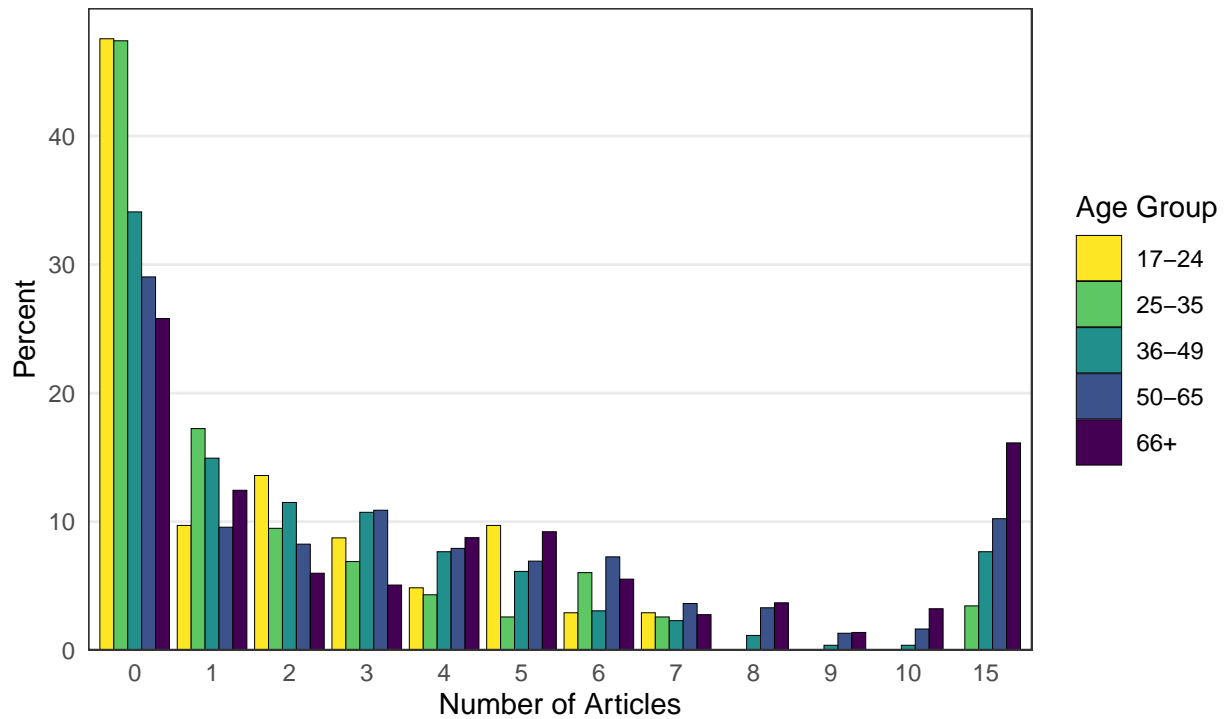
Type	Score	Number in category
Connected	1	43
Connected	2	31
Connected	3	292
Connected	4	249
Connected	5	385
Design	1	34
Design	2	15
Design	3	246
Design	4	280
Design	5	425
Enjoy	1	47
Enjoy	2	39
Enjoy	3	244
Enjoy	4	259
Enjoy	5	411
Proud	1	38

Type	Score	Number in category
Proud	2	30
Proud	3	301
Proud	4	229
Proud	5	402

Question 7

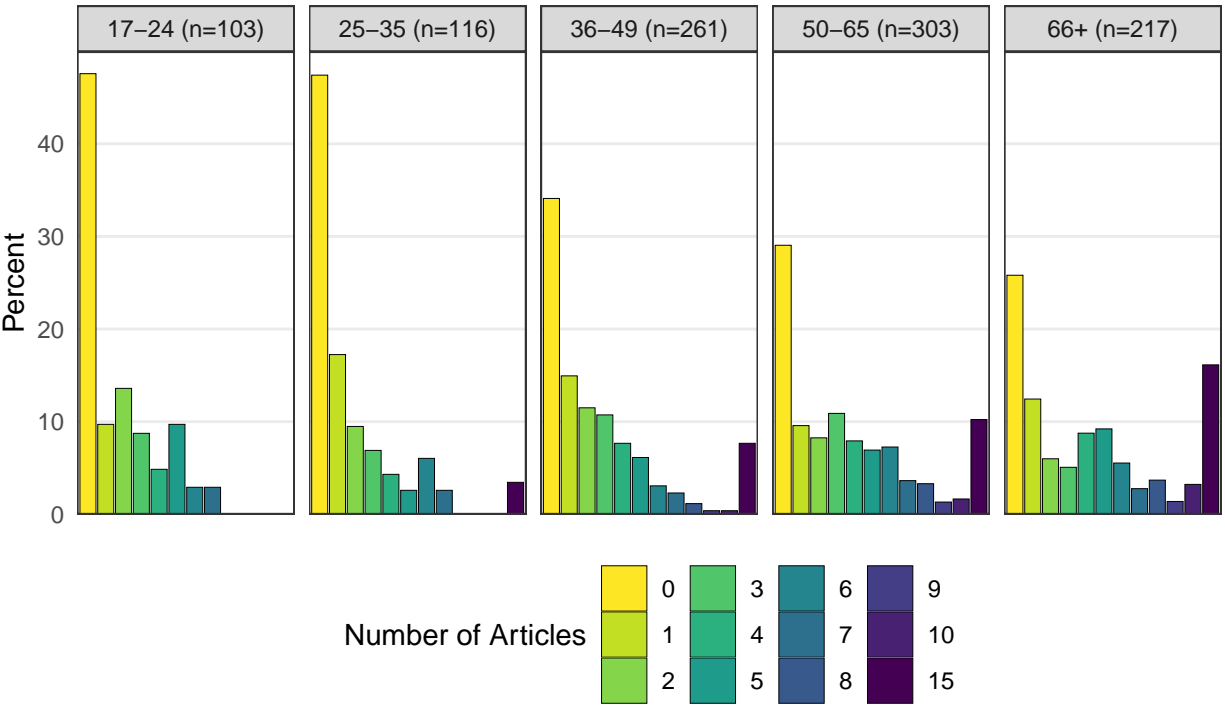
Asks How many articles have you read on the Grand Valley Magazine WEBSITE in the last year?

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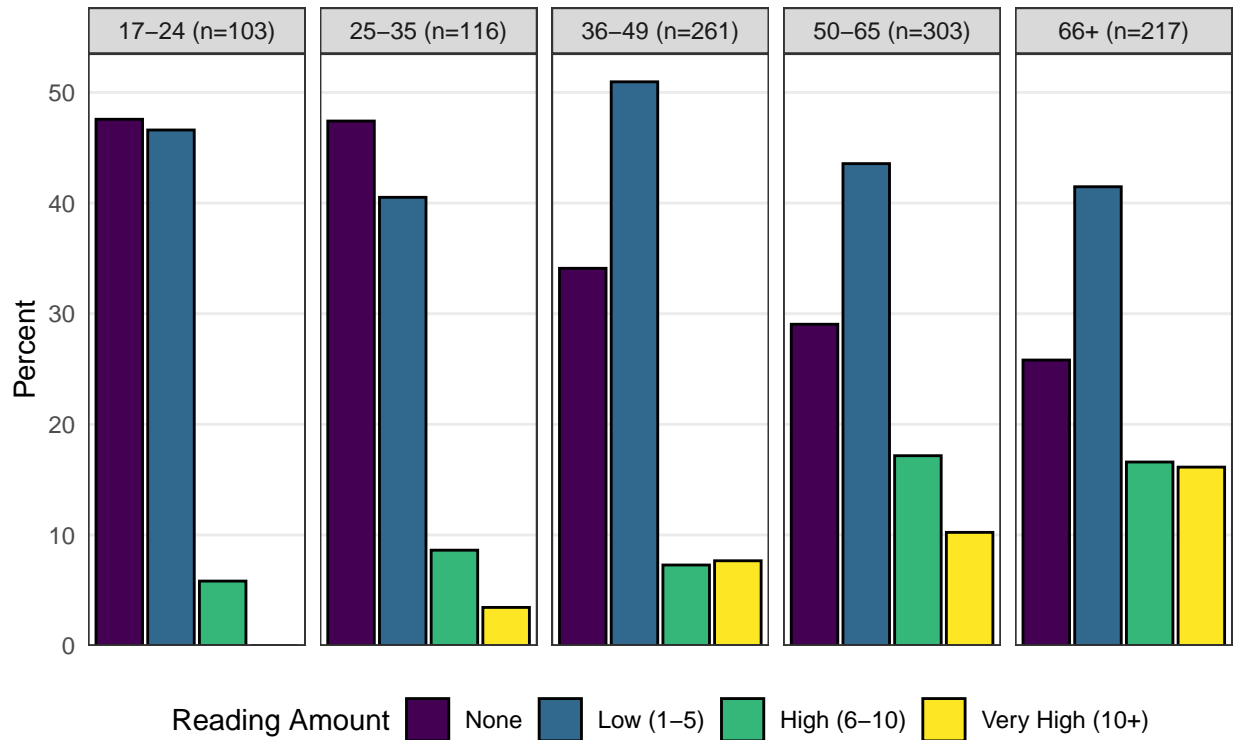
Note: 15 indicates 10+ articles

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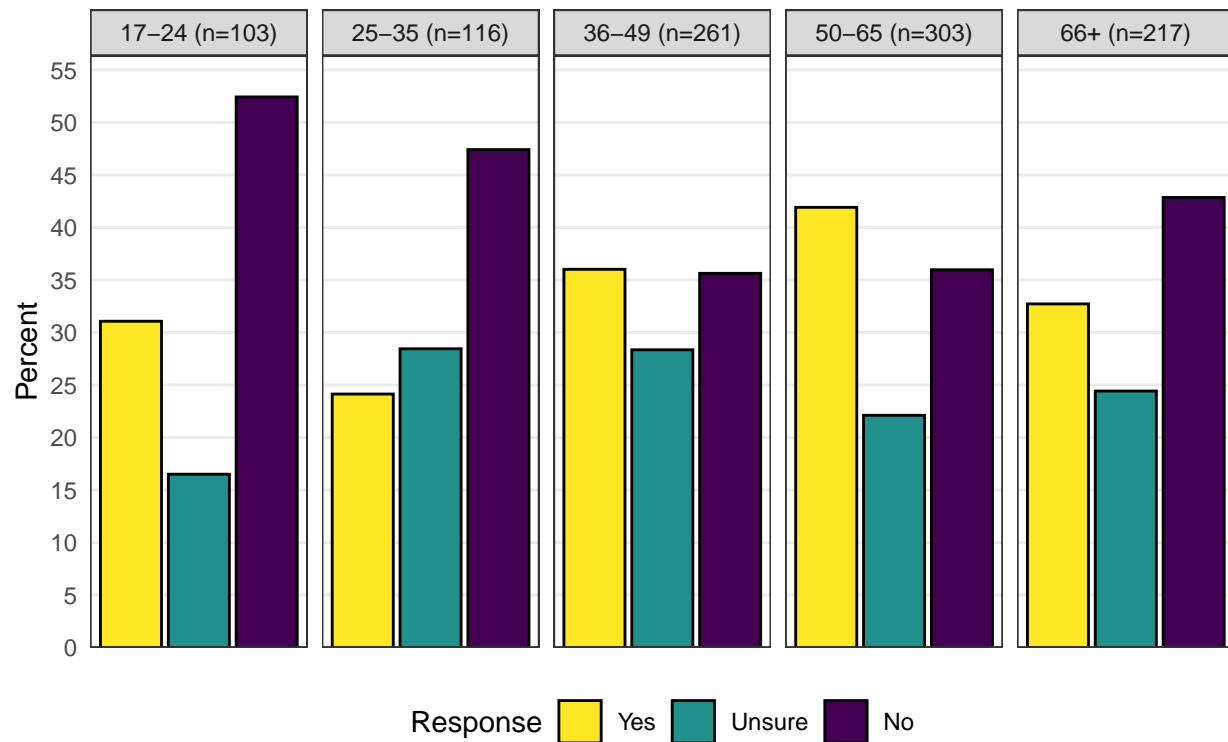
Here is a table of number of articles per category for question 7.

Number of articles	Count in category
0	337
1	125
2	93
3	89
4	73
5	70
6	52
7	29
8	21
9	8
10	13
15	90

Question 9

Asks Would you read Grand Valley Magazine if it was offered as a WEBSITE version only?

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Here is a table of counts for question 9.

Read GVM if website only	Count in category
No	404
Unsure	244
Yes	352

Question 11

Asks What actions have you taken as a result of reading Grand Valley Magazine? and was a mark all that apply.

What actions have you taken as a result of reading the Grand Valley Magazine?

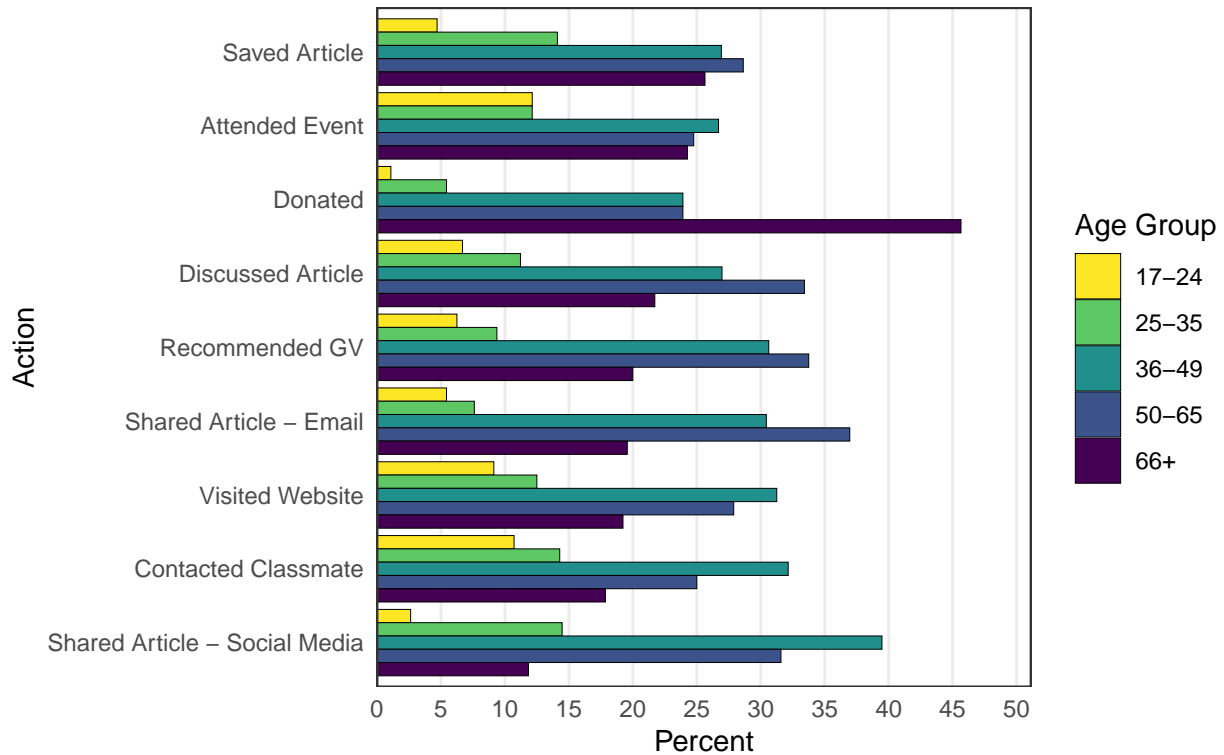


Table of counts per category for question 11.

Action	Count in category
Attended Event	206
Contacted Classmate	56
Discussed Article	419
Donated	92
None	334
Recommended GV	160
Saved Article	234
Shared Article - Email	92
Shared Article - Social Media	76
Visited Website	208

Exporting plots and tables

Plot	Status
Question 1	Export Successful
Question 3	Export Successful
Question 5	Export Successful
Question 7	Export Successful
Question 9	Export Successful
Question 11	Export Successful