Grand Valley Magazine Project

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Data Import

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

Question Breakdown

Establishing number of people per age group.

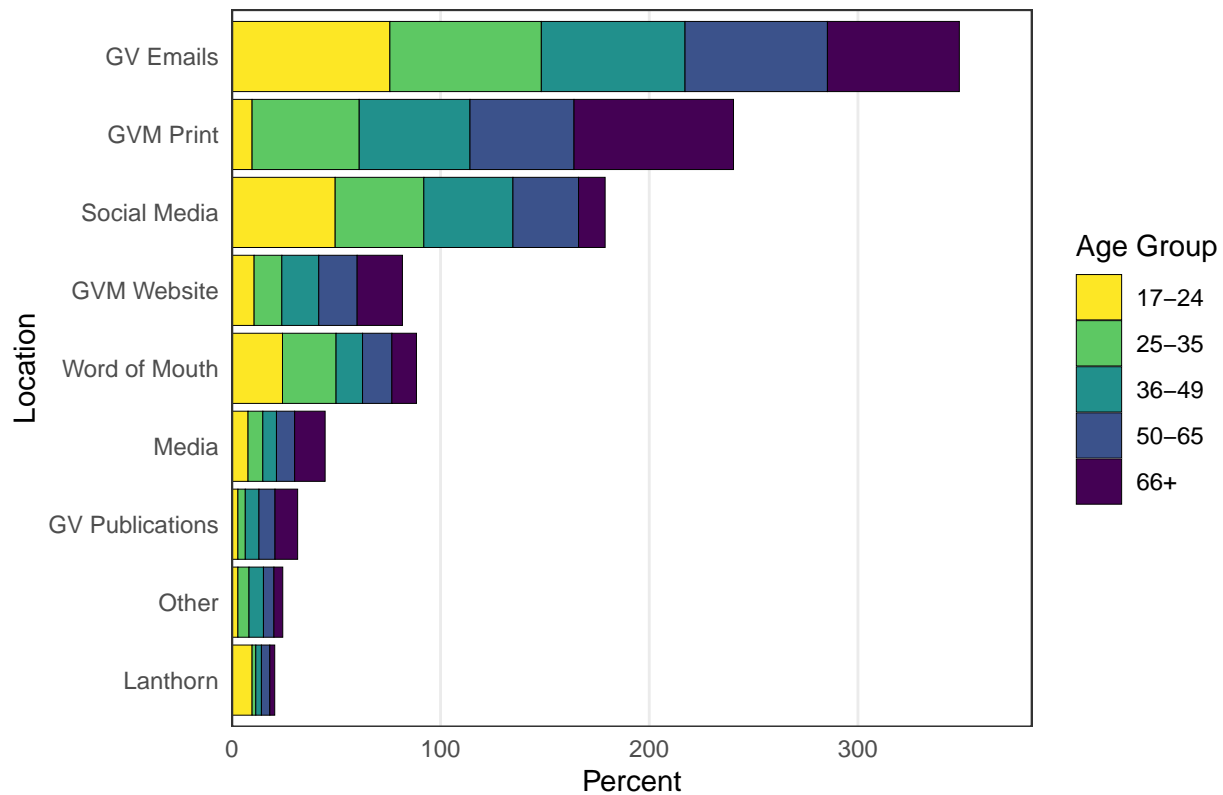| Age	Number in category
17-24	103
25-35	113
36-49	260
50-65	299
66+	212

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?
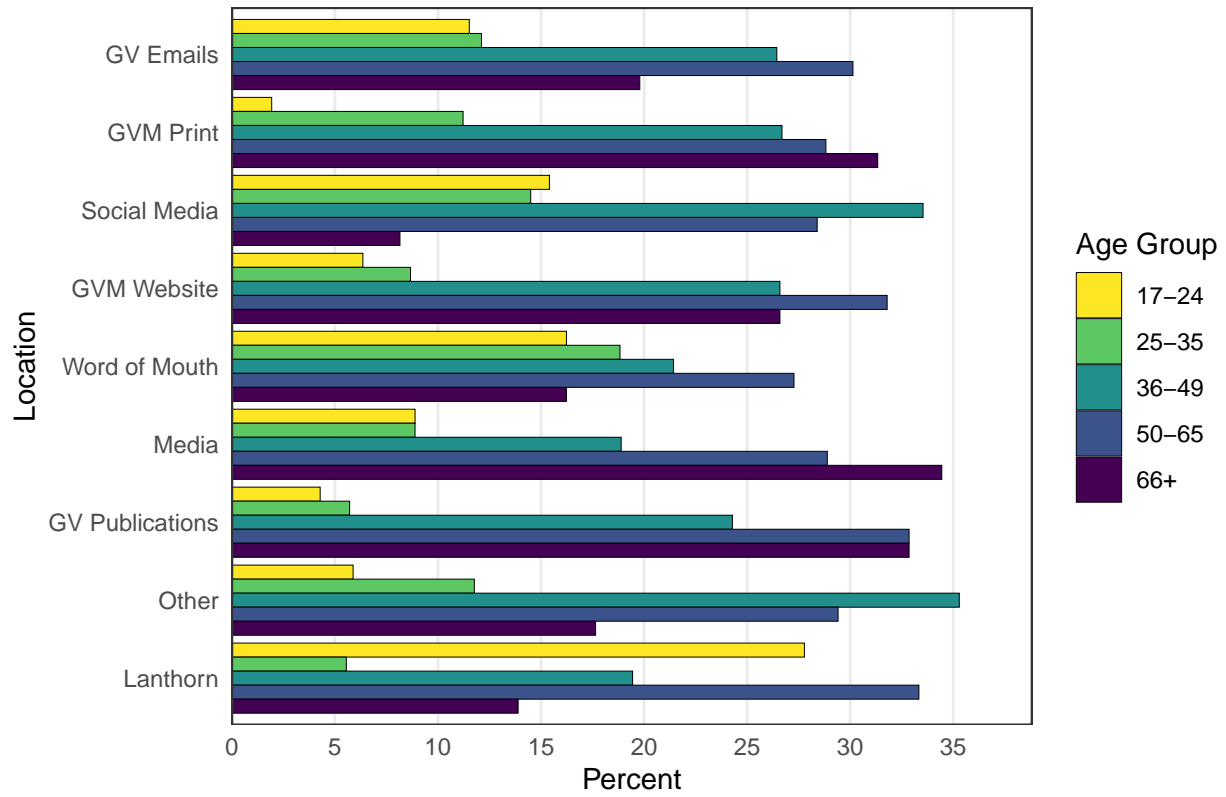
Where do you acquire most of your information about GV?

age	GV Emails	GV Publications	GVM Print	GVM Website	Lanthorn	Media	Other	Social Media	Word of Mouth
17-24	11.52	4.29	1.93	6.36	27.78	8.89	5.88	15.41	16.23
25-35	12.11	5.71	11.22	8.67	5.56	8.89	11.76	14.50	18.83
36-49	26.44	24.29	26.69	26.59	19.44	18.89	35.29	33.53	21.43
50-65	30.13	32.86	28.82	31.79	33.33	28.89	29.41	28.40	27.27
66+	19.79	32.86	31.33	26.59	13.89	34.44	17.65	8.16	16.23

age	GV Emails	GV Publications	GVM Print	GVM Website	Lanthorn	Media	Other	Social Media	Word of Mouth
17-24	75.73	2.91	9.71	10.68	9.71	7.77	2.91	49.51	24.27
25-35	72.57	3.54	51.33	13.27	1.77	7.08	5.31	42.48	25.66
36-49	68.85	6.54	53.08	17.69	2.69	6.54	6.92	42.69	12.69
50-65	68.23	7.69	49.83	18.39	4.01	8.70	5.02	31.44	14.05
66+	63.21	10.85	76.42	21.70	2.36	14.62	4.25	12.74	11.79

Here are the counts per each category for Question 1.

Location	Count in category
GV Emails	677
GV Publications	70
GVM Print	517
GVM Website	173
Lanthorn	36
Media	90
Other	51
Social Media	331
Word of Mouth	154

Question 3

Asks `How many PRINT issues have you read within the last year?` and is single select.
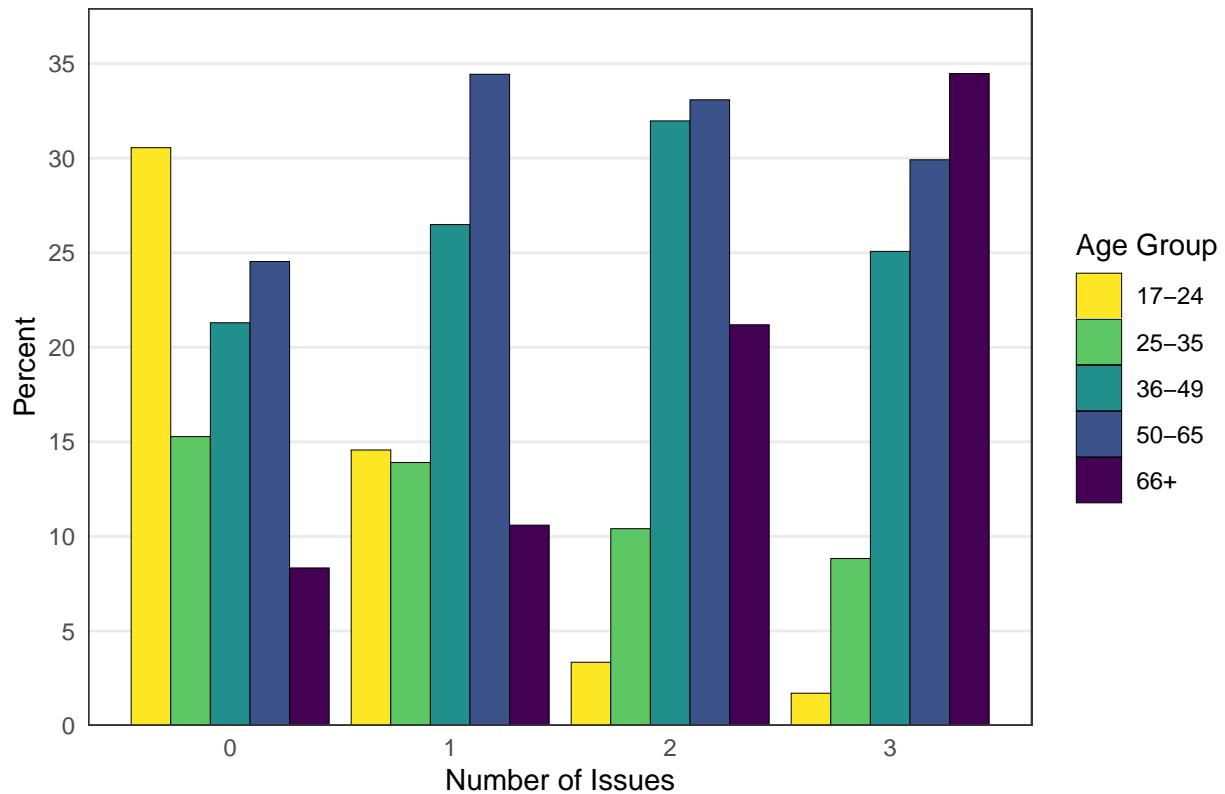
Here is a table of counts per category for Question 3.

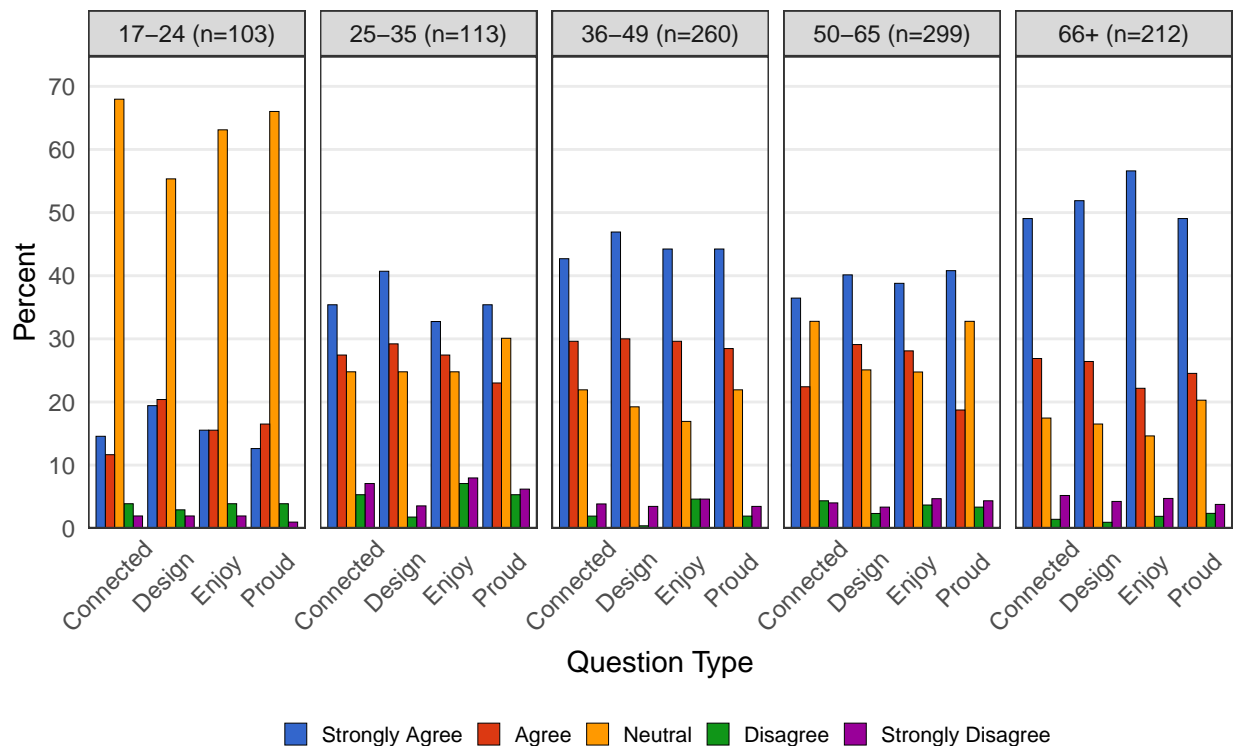| Number of issues	Count in category
0	216
1	151
2	269
3	351

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 PRINT issues of Grand Valley Magazine?

Type	Score	Number in category
Connected	1	43
Connected	2	31
Connected	3	290
Connected	4	244
Connected	5	379
Design	1	34
Design	2	15
Design	3	245
Design	4	275
Design	5	418
Enjoy	1	47
Enjoy	2	39
Enjoy	3	242
Enjoy	4	255
Enjoy	5	404
Proud	1	38
Proud	2	30
Proud	3	300
Proud	4	225
Proud	5	394

Question 7

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

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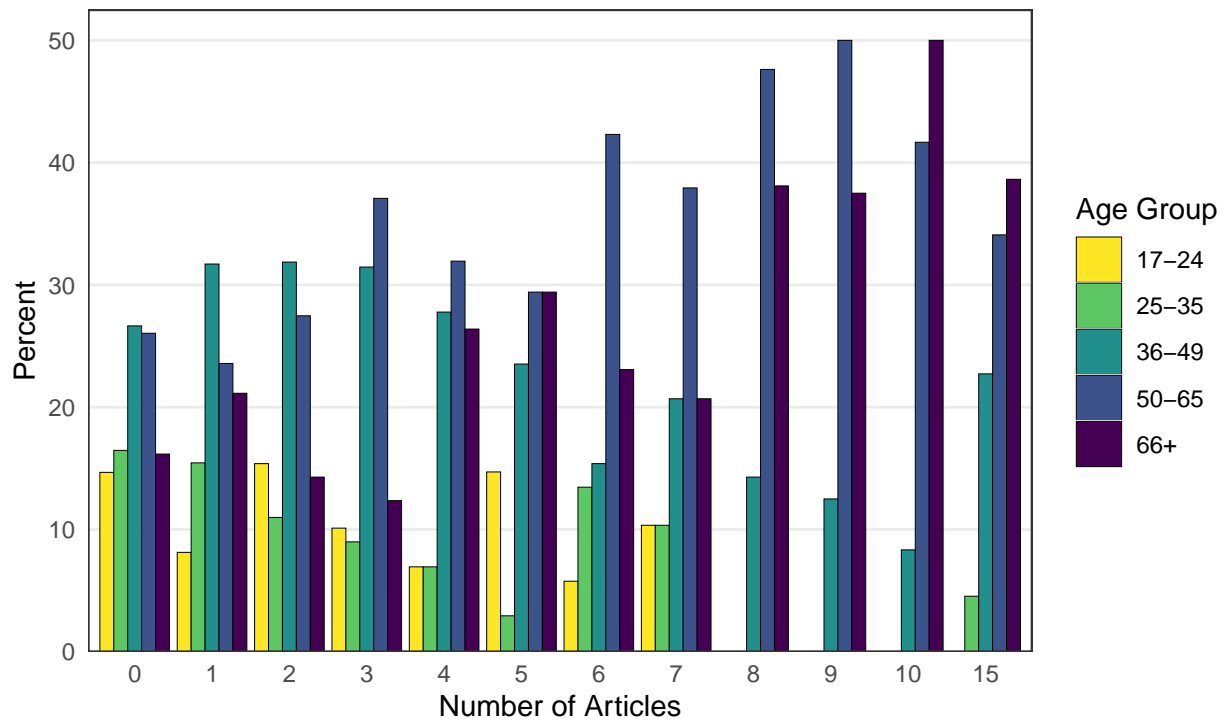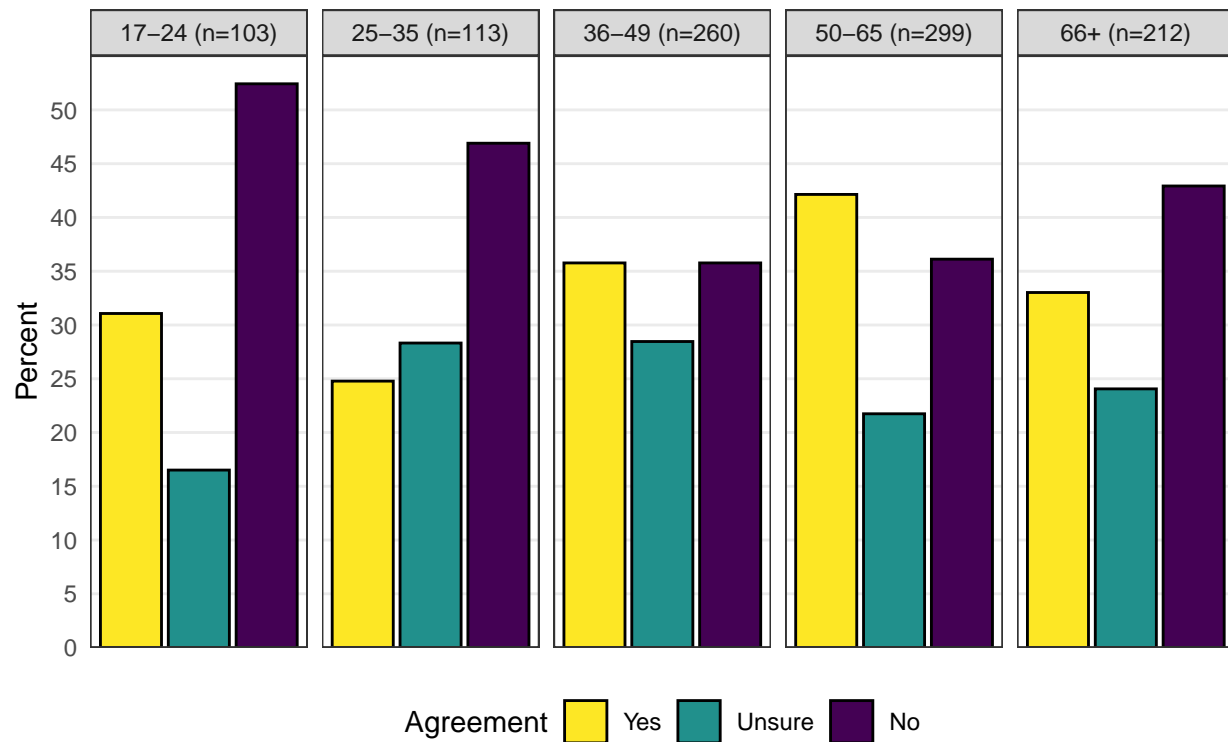

Note: 15 indicates 10+ articles

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

Number of articles	Count in category
0	334
1	123
2	91
3	89
4	72
5	68
6	52
7	29
8	21
9	8
10	12
15	88

Question 9

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

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

Here is a table of counts for question 9.

Read GVM if website only	Count in category
No	399
Unsure	239
Yes	349

Question 11

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

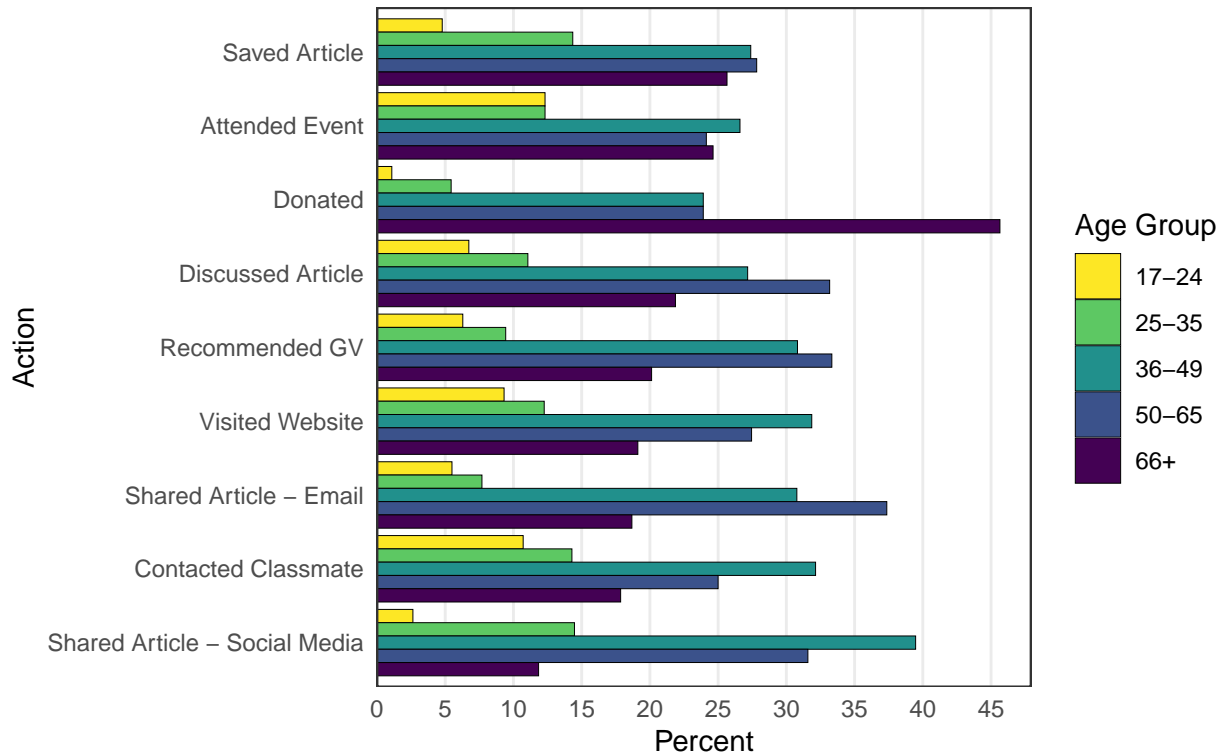## What actions have you taken as a result of reading the Grand Valley Magazine?

Table of counts per category for question 11.

Action	Count in category
Attended Event	203
Contacted Classmate	56
Discussed Article	416
Donated	92
None	329
Recommended GV	159
Saved Article	230
Shared Article - Email	91
Shared Article - Social Media	76
Visited Website	204

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