Grand Valley Magazine Project

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2023-11-12

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	90
25-35	85
36-49	166
50-65	202
66+	108

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?
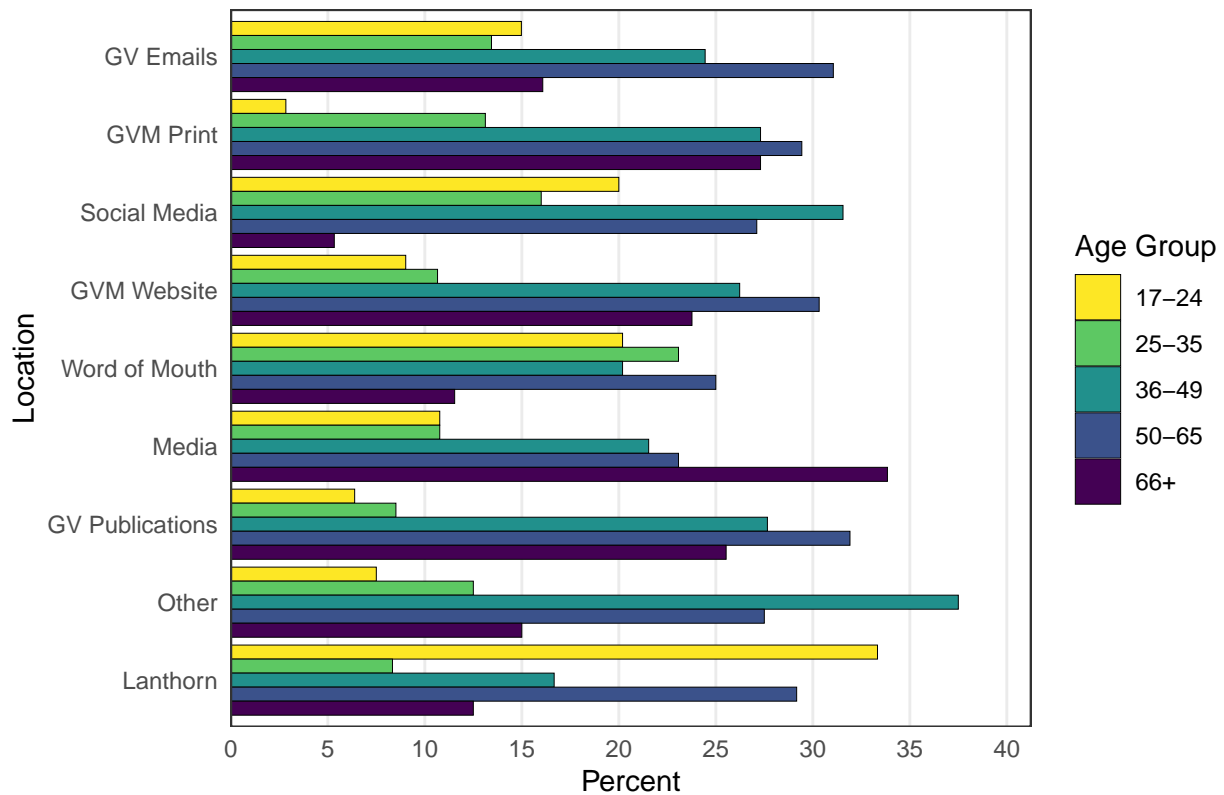
Here are the counts per each category for Question 1.

Location	Count in category
GV Emails	454
GV Publications	47
GVM Print	282
GVM Website	122
Lanthorn	24
Media	65
Other	40
Social Media	225
Word of Mouth	104

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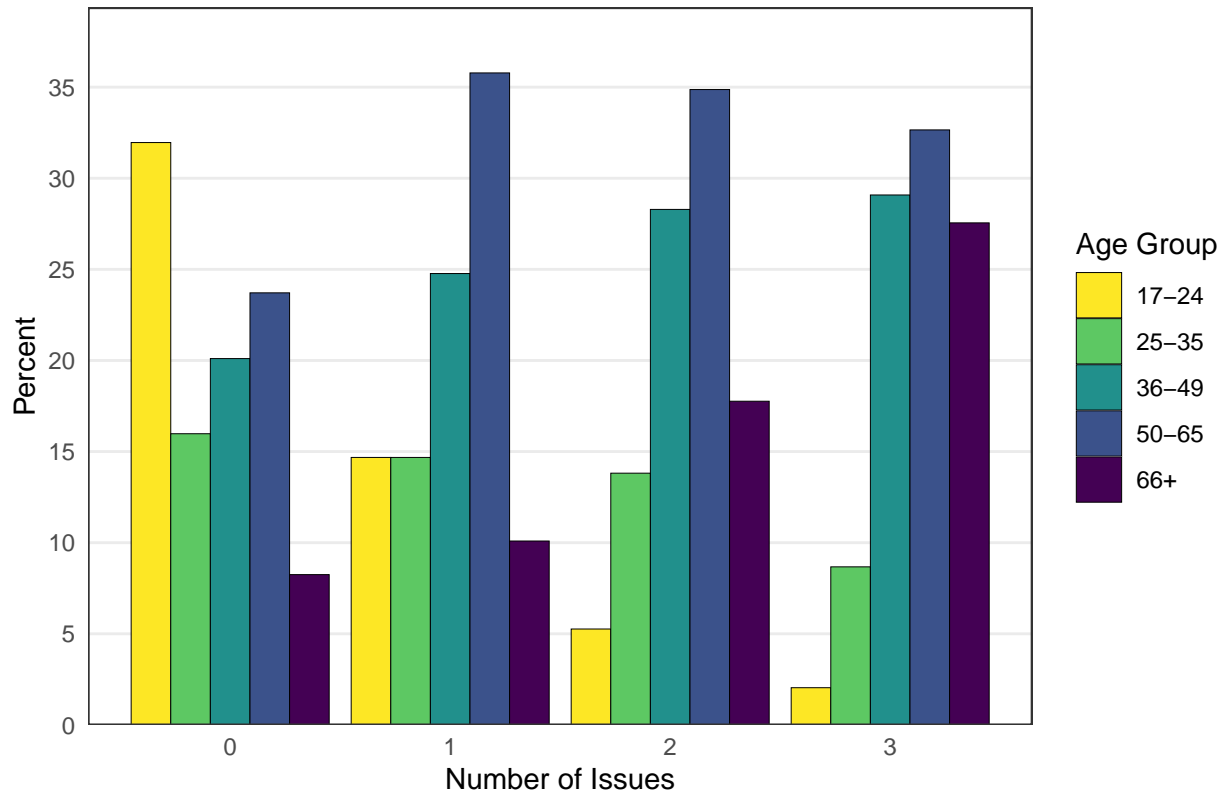
Here is a table of counts per category for Question 3.

| Number of issues	Count in category
0	194
1	109
2	152
3	196

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?
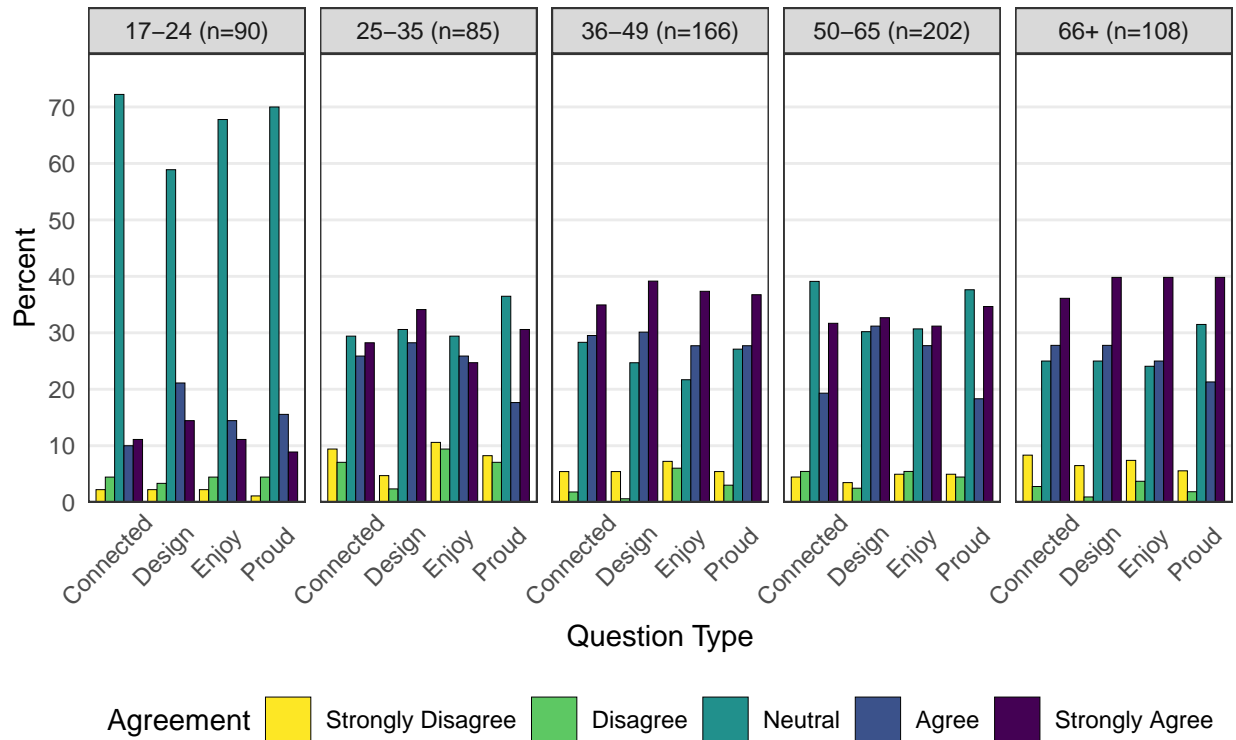
Type	Score	Number in category
Connected	1	37
Connected	2	27
Connected	3	243
Connected	4	149
Connected	5	195
Design	1	29
Design	2	12
Design	3	208
Design	4	186
Design	5	216
Enjoy	1	41
Enjoy	2	37
Enjoy	3	210
Enjoy	4	164
Enjoy	5	199
Proud	1	33

Type	Score	Number in category
Proud	2	26
Proud	3	249
Proud	4	135
Proud	5	208

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?
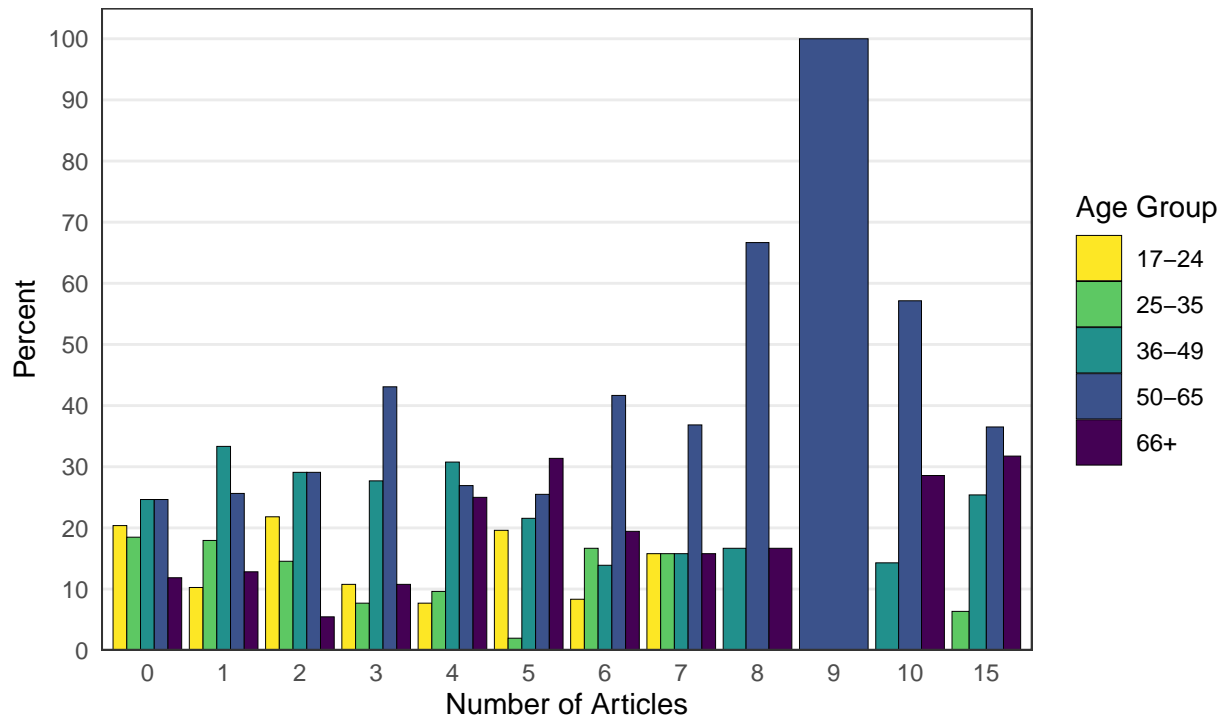
Note: 15 indicates 10+ articles

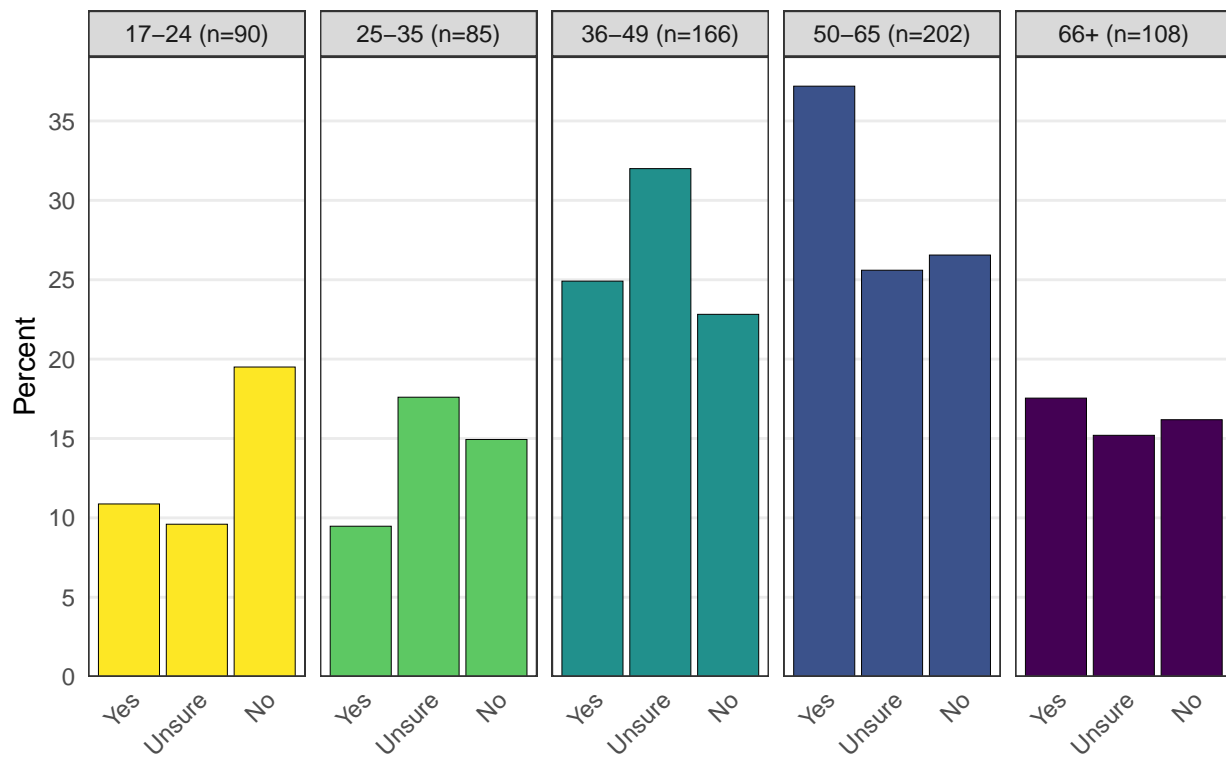Here is a table of number of articles per category for question 7.

Number of articles	Count in category
0	211
1	78
2	55
3	65
4	52

Number of articles	Count in category
5	51
6	36
7	19
8	12
9	2
10	7
15	63

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	241
Unsure	125

Read GVM if website only	Count in category
Yes	285

Question 11

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

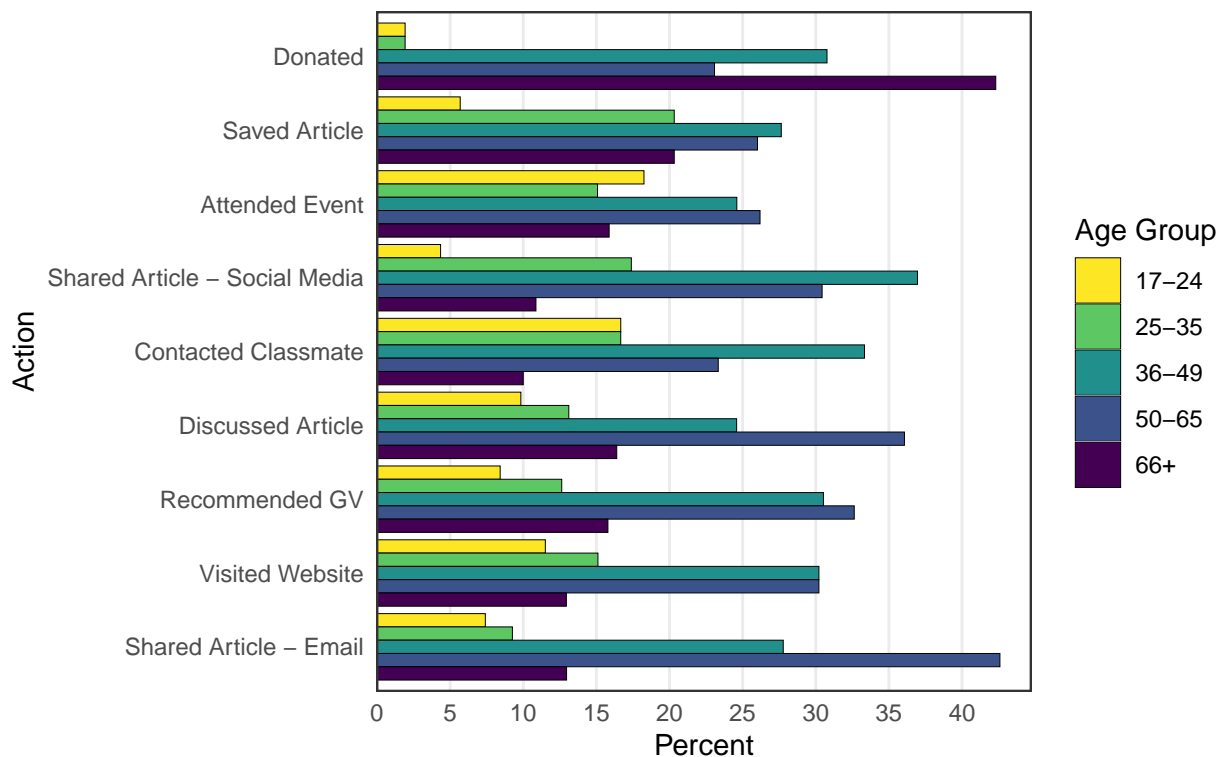What actions have you taken as a result of reading the Grand Valley Magazine?

Table of counts per category for question 11.

Action	Count in category
Attended Event	126
Contacted Classmate	30
Discussed Article	244
Donated	52
None	253
Recommended GV	95
Saved Article	123

Action	Count in category
Shared Article - Email	54
Shared Article - Social Media	46
Visited Website	139

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