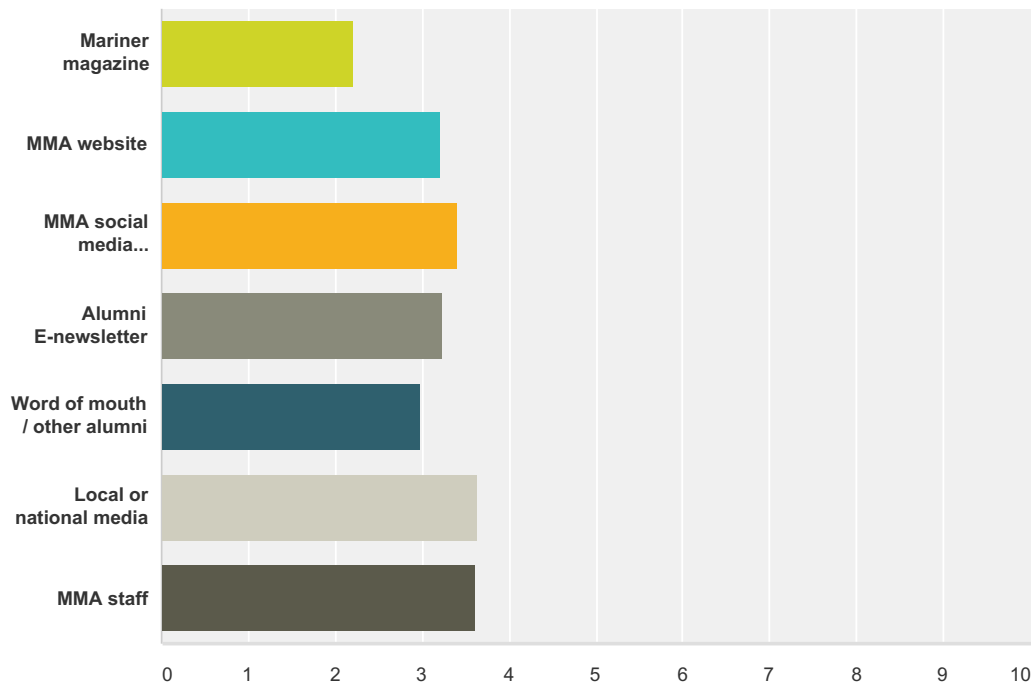


Q1 How do you generally acquire information about MMA?

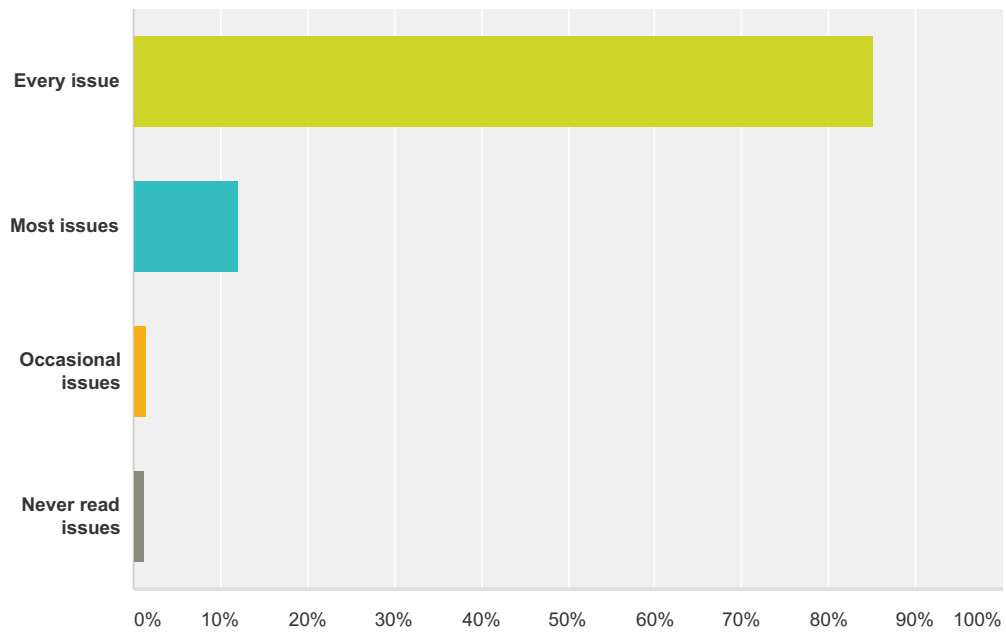
Answered: 257 Skipped: 1



	All information	Most information	Some information	No information	No opinion	Total	Weighted Average
Mariner magazine	12.84% 33	55.64% 143	30.35% 78	0.39% 1	0.78% 2	257	2.21
MMA website	0.00% 0	7.62% 17	66.37% 148	21.97% 49	4.04% 9	223	3.22
MMA social media (Facebook, etc.)	0.93% 2	15.81% 34	31.16% 67	46.98% 101	5.12% 11	215	3.40
Alumni E-newsletter	0.45% 1	15.38% 34	49.77% 110	28.96% 64	5.43% 12	221	3.24
Word of mouth / other alumni	0.85% 2	17.80% 42	64.83% 153	14.41% 34	2.12% 5	236	2.99
Local or national media	0.46% 1	2.29% 5	34.86% 76	57.80% 126	4.59% 10	218	3.64
MMA staff	0.47% 1	7.91% 17	28.84% 62	55.35% 119	7.44% 16	215	3.61

Q2 How often do you typically read Mariner?

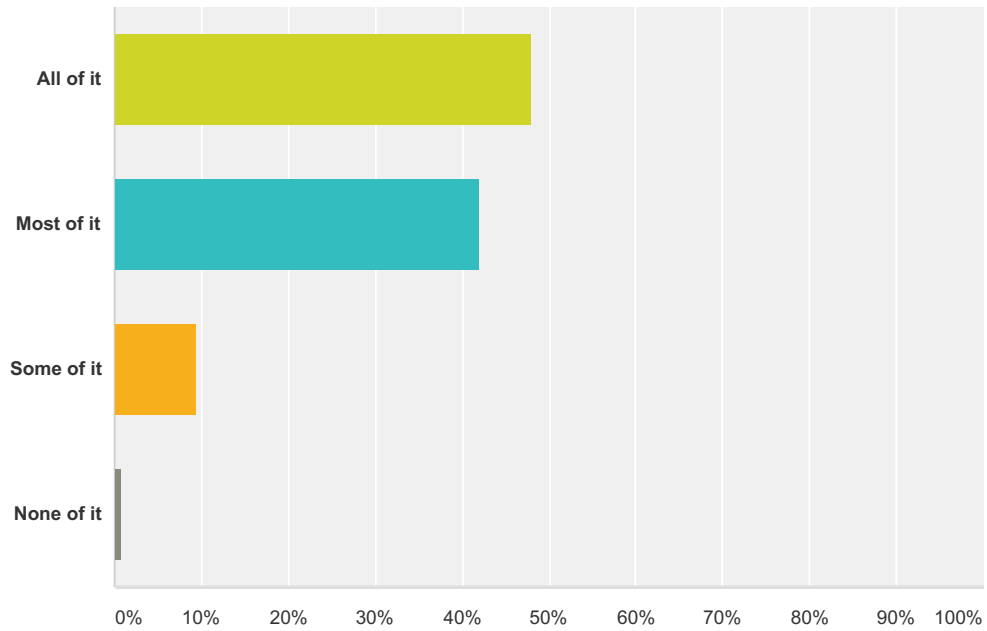
Answered: 256 Skipped: 2



Answer Choices	Responses
Every issue	85.16% 218
Most issues	12.11% 31
Occasional issues	1.56% 4
Never read issues	1.17% 3
Total	256

Q3 How much of the magazine do you read?

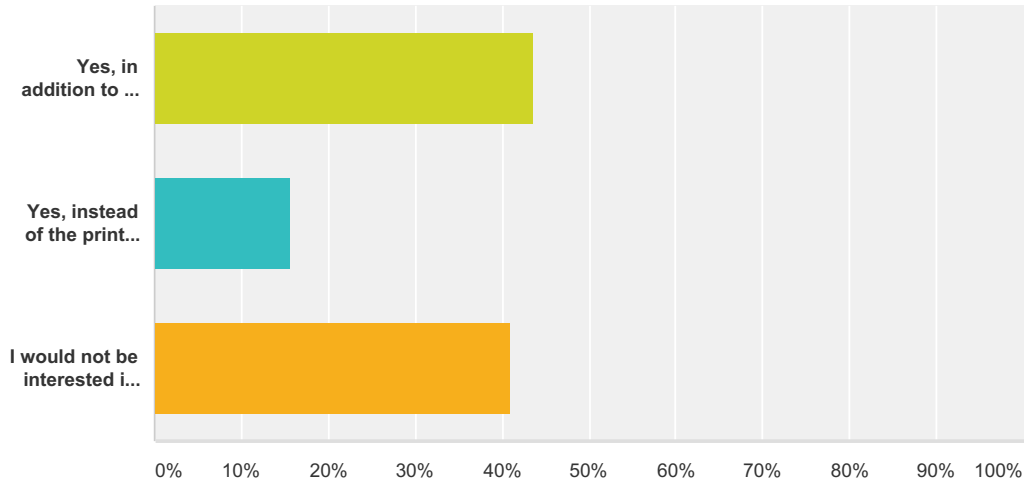
Answered: 258 Skipped: 0



Answer Choices	Responses
All of it	48.06% 124
Most of it	41.86% 108
Some of it	9.30% 24
None of it	0.78% 2
Total	258

Q4 Would you be interested in receiving the magazine in a digital edition that can be read on your computer, tablet or mobile phone?

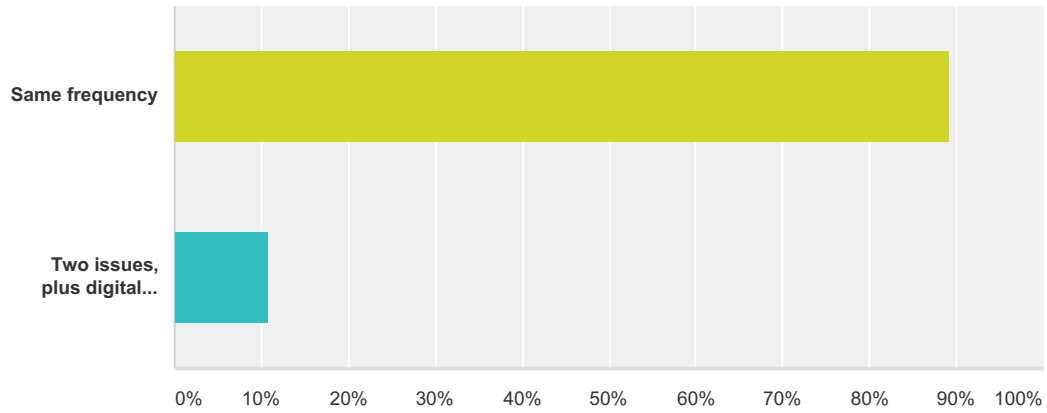
Answered: 257 Skipped: 1



Answer Choices	Responses
Yes, in addition to the print edition	43.58% 112
Yes, instead of the print edition (receive digital edition alone)	15.56% 40
I would not be interested in a digital edition	40.86% 105
Total	257

Q5 Three issues of Mariner are typically published each year (spring, summer, late fall). Would you prefer:

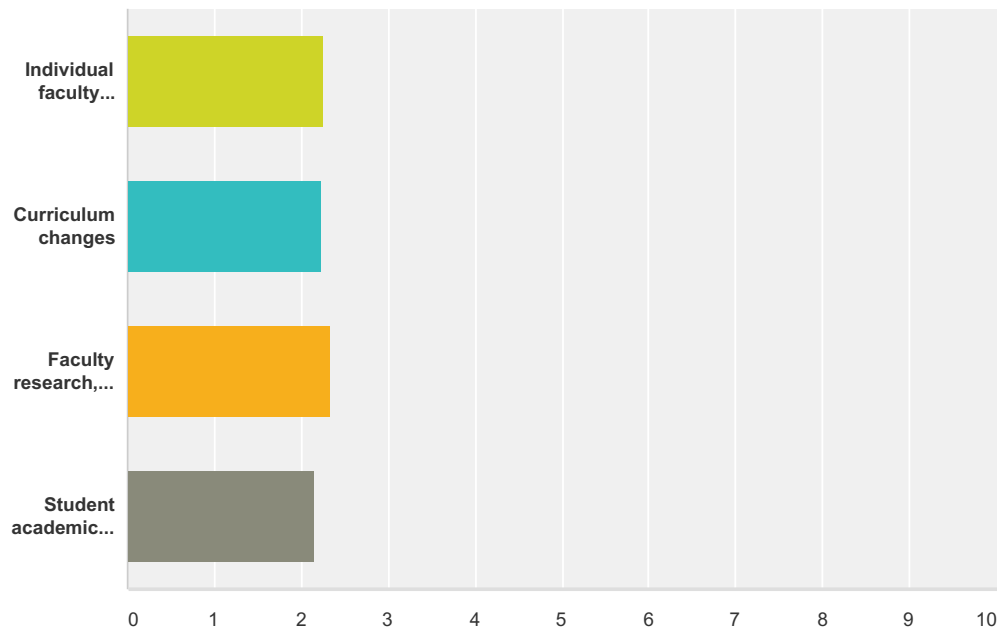
Answered: 256 Skipped: 2



Answer Choices	Responses
Same frequency	89.06% 228
Two issues, plus digital communications	10.94% 28
Total	256

Q6 Please rate your interest in news about academics:

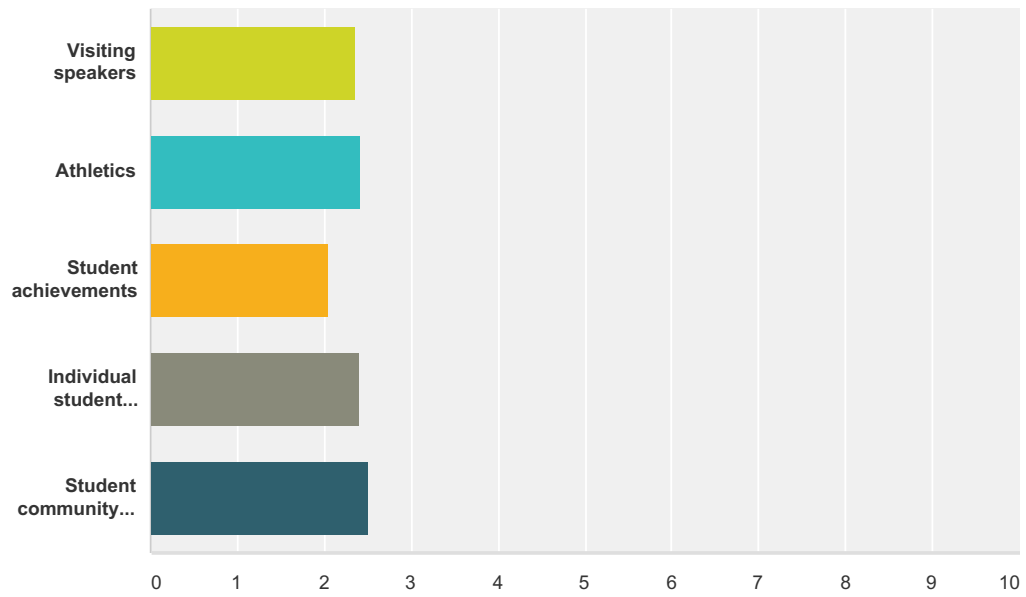
Answered: 256 Skipped: 2



	Very interested	Interested	Somewhat interested	Not interested	No opinion	Total	Weighted Average
Individual faculty profiles	16.08% 41	48.63% 124	29.80% 76	4.71% 12	0.78% 2	255	2.25
Curriculum changes	20.00% 51	43.53% 111	31.37% 80	3.53% 9	1.57% 4	255	2.23
Faculty research, publications, awards	17.06% 43	42.06% 106	34.13% 86	4.76% 12	1.98% 5	252	2.33
Student academic experiences	19.22% 49	52.55% 134	22.75% 58	3.92% 10	1.57% 4	255	2.16

Q7 Please rate your interest in news about campus life:

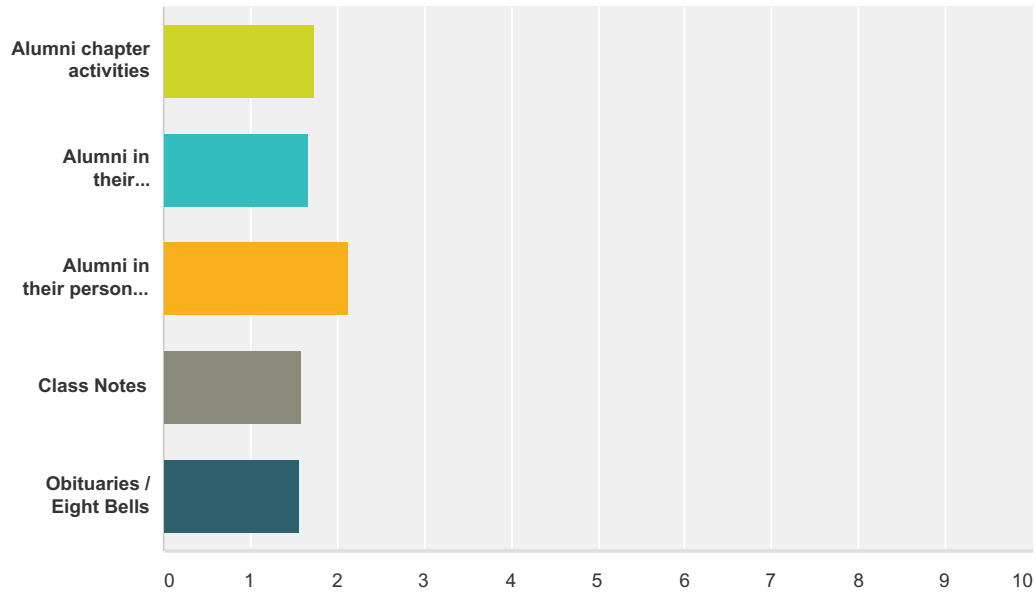
Answered: 257 Skipped: 1



	Very interested	Interested	Somewhat interested	Not interested	No opinion	Total	Weighted Average
Visiting speakers	14.90% 38	46.67% 119	29.41% 75	7.06% 18	1.96% 5	255	2.35
Athletics	18.29% 47	34.24% 88	34.63% 89	11.67% 30	1.17% 3	257	2.43
Student achievements	25.49% 65	49.80% 127	19.22% 49	4.71% 12	0.78% 2	255	2.05
Individual student profiles	14.45% 37	42.19% 108	32.81% 84	9.38% 24	1.17% 3	256	2.41
Student community service	11.33% 29	39.06% 100	37.89% 97	10.55% 27	1.17% 3	256	2.51

Q8 Please rate your interest in alumni news:

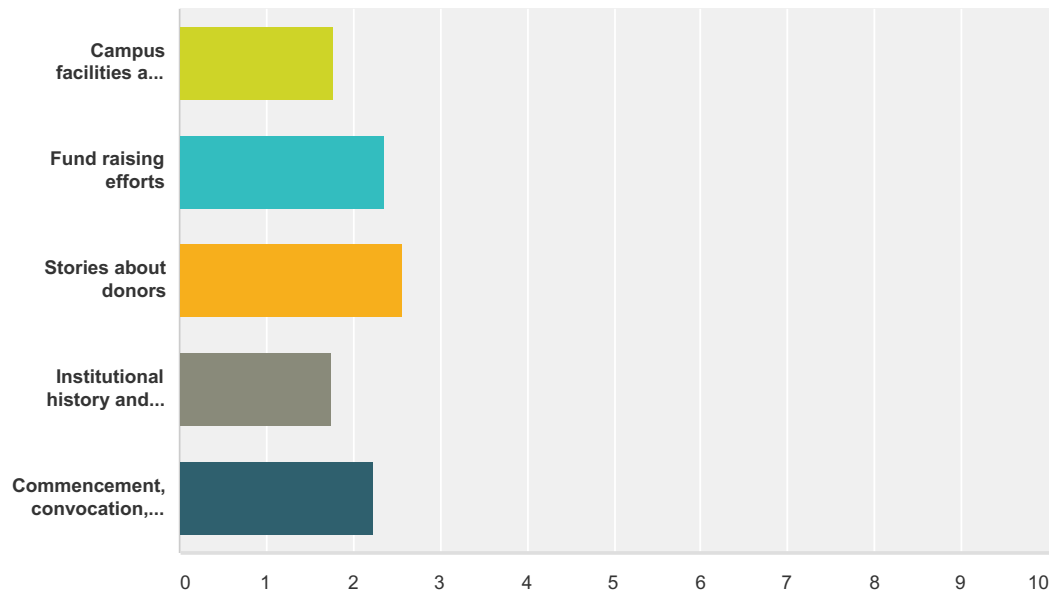
Answered: 254 Skipped: 4



	Very interested	Interested	Somewhat interested	Not interested	No opinion	Total	Weighted Average
Alumni chapter activities	42.46% 107	42.46% 107	13.89% 35	0.79% 2	0.40% 1	252	1.74
Alumni in their professions	47.04% 119	42.29% 107	9.49% 24	0.40% 1	0.79% 2	253	1.66
Alumni in their personal lives	29.76% 75	35.32% 89	28.97% 73	4.76% 12	1.19% 3	252	2.12
Class Notes	53.97% 136	36.90% 93	7.14% 18	1.59% 4	0.40% 1	252	1.58
Obituaries / Eight Bells	54.94% 139	36.36% 92	7.51% 19	0.40% 1	0.79% 2	253	1.56

Q9 Please rate your interest in institutional affairs:

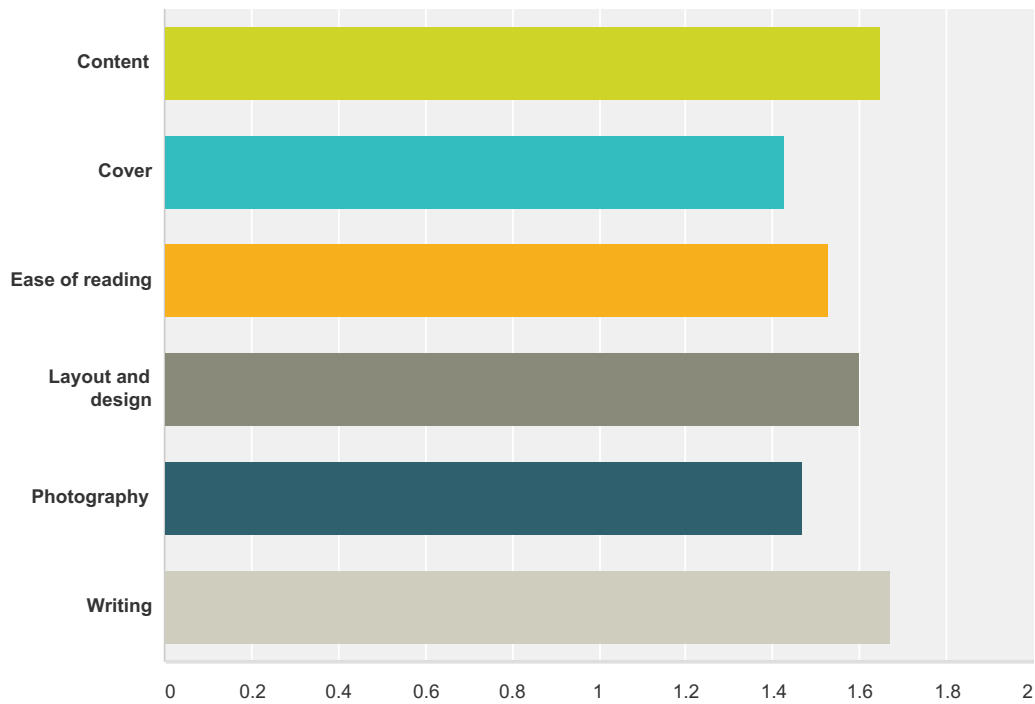
Answered: 257 Skipped: 1



	Very interested	Interested	Somewhat interested	Not interested	No opinion	Total	Weighted Average
Campus facilities and growth	39.45% 101	46.09% 118	12.50% 32	1.17% 3	0.78% 2	256	1.78
Fund raising efforts	13.62% 35	47.08% 121	30.35% 78	7.78% 20	1.17% 3	257	2.36
Stories about donors	10.24% 26	37.40% 95	39.37% 100	12.20% 31	0.79% 2	254	2.56
Institutional history and traditions	40.94% 104	46.46% 118	9.84% 25	2.36% 6	0.39% 1	254	1.75
Commencement, convocation, other ceremonies	19.69% 50	46.46% 118	25.98% 66	6.69% 17	1.18% 3	254	2.23

Q12 Please rate the quality of Mariner on the following:

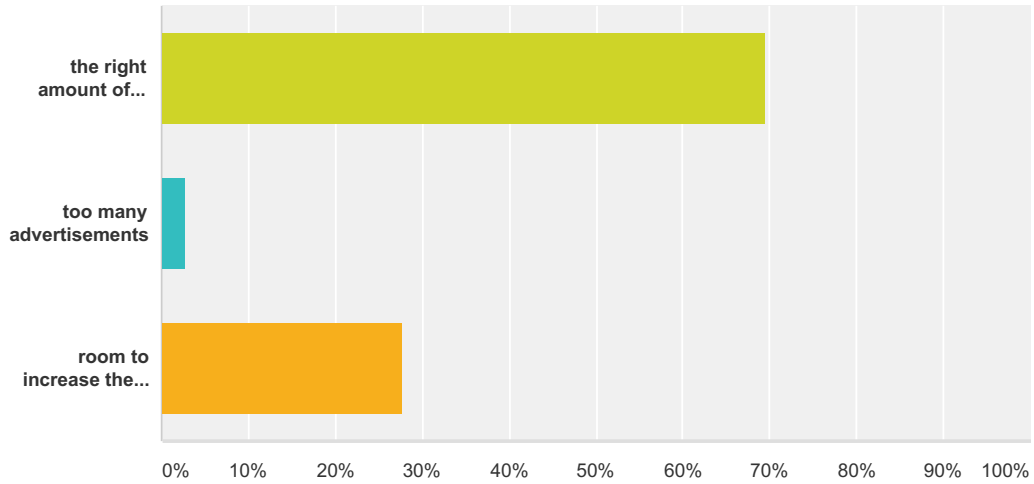
Answered: 257 Skipped: 1



	Excellent	Good	Average	Poor	Very poor	Total	Weighted Average
Content	45.91% 118	44.75% 115	8.56% 22	0.39% 1	0.39% 1	257	1.65
Cover	62.11% 159	33.59% 86	3.91% 10	0.39% 1	0.00% 0	256	1.43
Ease of reading	51.76% 132	43.53% 111	4.71% 12	0.00% 0	0.00% 0	255	1.53
Layout and design	46.67% 119	47.06% 120	5.49% 14	0.78% 2	0.00% 0	255	1.60
Photography	58.82% 150	35.69% 91	5.49% 14	0.00% 0	0.00% 0	255	1.47
Writing	41.18% 105	50.20% 128	8.63% 22	0.00% 0	0.00% 0	255	1.67

Q15 Advertising helps defer the cost of producing Mariner. In your opinion, does the magazine have:

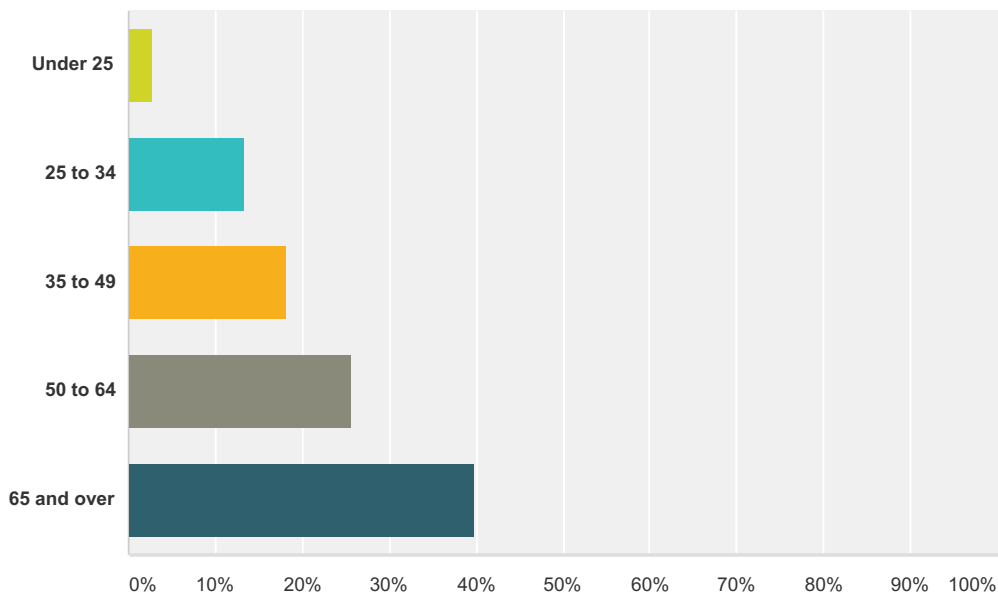
Answered: 253 Skipped: 5



Answer Choices	Responses
the right amount of advertisements	69.57% 176
too many advertisements	2.77% 7
room to increase the number of advertisements	27.67% 70
Total	253

Q17 What is your age?

Answered: 253 Skipped: 5



Answer Choices	Responses
Under 25	2.77% 7
25 to 34	13.44% 34
35 to 49	18.18% 46
50 to 64	25.69% 65
65 and over	39.92% 101
Total	253