

BAYLOR BUSINESS REVIEW READERSHIP SURVEY RESULTS

As you flip through this issue of the *Baylor Business Review* (BBR), you may notice it looks different than previous issues. This issue and its changes reflect our readership survey results. Every four years, we conduct a readership survey. Last fall, the BBR included a print readership survey, and it was followed up with an online readership survey. Here's an overview of what we learned from the respondents:

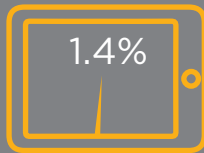
READING HABITS



read the magazine in its **print version**



reported reading the **magazine online**



reported reading the **iPad app version**



read BBR **most of the time to every time** they receive an issue

The **most read, recurring sections** are Alumni News, the alumni profiles, the cover story, In the News, Baylor Business Buzz and the dean's message (in that order)



read View/Review, Learning in 360, Research in Action, Research & Publications, Ethics of and Why Hire a Baylor Grad?

PRODUCTION



believe magazine **should be produced more often** than current bi-annual production schedule



would **prefer a lighter paper weight**

For those of you who shared your feedback, we thank you, and we want you to know we listened. There were some clear areas of improvement, and some areas where we feel we are accomplishing our goals. We removed the articles with less than 30 percent readership, taking the magazine from a dense 60 pages to 32. In an effort to better represent our vast array of readers, instead of four alumni profiles, we've adjusted to include a profile of a recent graduate (someone who has graduated in the past five years) and a current student profile in addition to alumni profiles. We've simplified the design to allow for easier reading. We continue to print all of our materials, including the BBR, on 100 percent postconsumer waste recycled paper—a paper stock choice that allows us to

EMOTION



report **feeling proud** when reading the magazine



report **feeling connected**



report **feeling informed**



report **feeling represented**

be environmentally friendly without an increase in cost. Moving forward, we will conduct online readership surveys annually to stay abreast of our readers' habits and preferences.

We appreciate your honest feedback and your investment in the future of this publication. For those who did not respond to our readership surveys or those who would like to comment on the new look, send us an email at BaylorBusiness@baylor.edu or post your comments at bbr.baylor.edu.

Becca Broaddus, Editor
Baylor Business Review

AESTHETICS



rated **layout and design** very good to excellent



rated **writing style** very good to excellent



rated **coverage of alumni** very good to excellent



rated **coverage of students** very good to excellent



rated **themes of issues** very good to excellent