



2012 Readership Survey Results

The exceptional response to the magazine's readership survey will provide valuable input and direction for the future of the Army sustainment community's professional bulletin.

■ By Fred W. Baker III, Editor

We asked and you answered. The response we received to our 2012 readership survey was nothing short of outstanding. In fact, I believe it is probably the largest response to a survey of its kind for this magazine. More than 3,000 respondents answered questions related to the print version of the magazine, and more than 2,100 answered questions related to the *Army Sustainment* website.

As the rest of the Army transitions to prepare for the future, so must our magazine. Over time, reader habits change as new technologies are introduced and influence production, delivery capabilities, and demand. Content preferences change, and unless monitored, readership can shift away from publications that once served as a staple for industry-related topics.

For *Army Sustainment* to evolve, though, it needs data. It needs

to know who its readers are, why they choose to read the magazine, when, where, and how they consume its content, and what content and delivery preferences the magazine meets or fails to meet.

The information you have shared better prepares the magazine's staff to meet the Army sustainment community's needs for the future. It gives us and senior leaders the information needed to ensure we are making informed decisions regarding the magazine.

Of course, the magazine's staff did not design and distribute the survey and analyze its data alone. We owe a shout out of gratitude to those who helped make the survey a huge success. Danny Boyd, with the Combined Armed Support Command's (CASCOM) External Evaluation Branch, Directorate of Lessons Learned and Quality Assurance, helped design and admin-

Sustain

"It is my favorite military logistics magazine. [I] look forward to every issue and keep the old ones for reference."

Improve

"Sometimes it gets boring hearing what we all do/did for the last 10 years. Tell me something new and innovative."

Survey Comments

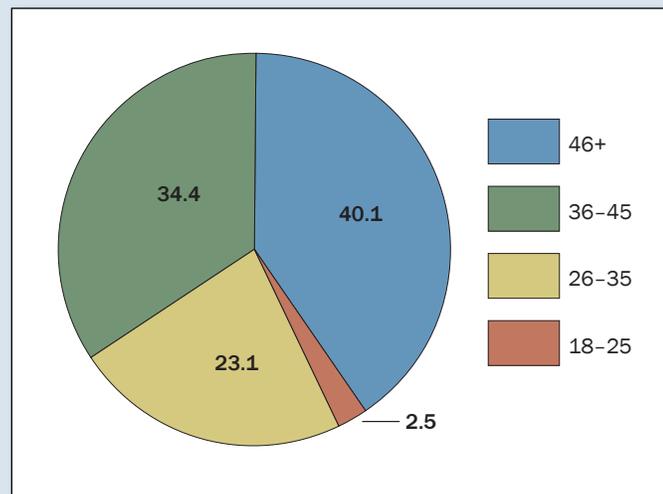


Figure 1. Age range.

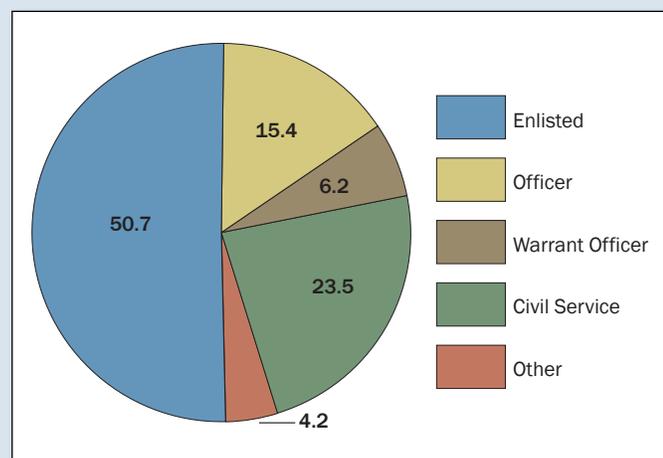


Figure 2. Occupational status.

Sustain
 “Keep up the good work!
 I am relatively new to this field and it
 has been a great tool for what I do.”

Demographics

Figures 1 through 5 are basic demographic data collected from survey respondents displayed in percentages.

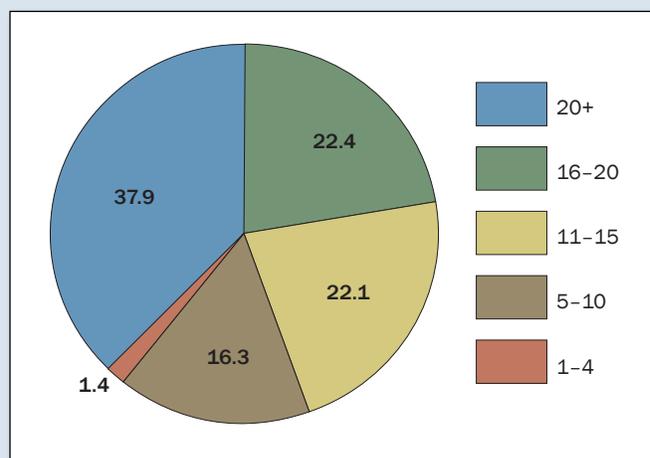


Figure 3. Military time in service.

ister the survey. His input gave us the direction and guidance needed to ensure the data we received was measurable in a way that is meaningful.

In addition, Patrick Conway, the chief knowledge officer for CASCOM, was instrumental in giving us valuable input and the reach we needed through his Sustainment Knowledge Network to deliver the survey right to the email inboxes of sustainers around the world.

Most importantly we thank you, our readers, for taking the time to respond to the survey. Through this survey, we hope to continue to provide a quality publication.

About the Survey

The survey was developed and

made available by open participation. Personnel were provided the survey link via email, or they could access the link from various website home pages. Maj. Gen. Larry D. Wyche, CASCOM commanding general, provided a written invitation to sustainers to participate in the survey.

The survey was available from Oct. 16 to Dec. 19, 2012, and consisted of closed-end, table, rank-order, and open-ended questions. In addition to answering the survey questions, respondents were given the opportunity to make general comments or add suggestions for improving the print and online versions of the magazine.

Because of the design of the survey, respondents could answer the

print questions, the website questions, or both if they were familiar with both products. If participants responded that they had not read the print version, they were directed to the website section of the survey. If they responded that they had not visited the *Army Sustainment* website, they were asked to exit the survey, visit the site, and return to the survey with their feedback.

This article presents only a portion of the data collected. As we continue to improve our print and online products, I hope to identify any changes and additions to content and methods of delivery as a reader suggestions based on this survey.

Survey Comments

Below is a small sample of the hundreds of comments we received in the *Army Sustainment* 2012 readership survey. We are using the comments to identify areas that are meeting the needs of our readers and those that need to improve. We received several comments asking us not to discontinue the print version of the magazine, but we have no plan to do so at this time. We take those comments as both a compliment and a testament to the quality and relevance of our current print publication. The comments published here were edited for length, minor spelling, and punctuation. Brackets indicate that words have been inserted for the sake of clarity.

Sustain

“Excellent publication and keeps me well-informed on current trends and operations in the sustainment community. As the Army transitions from combat operations to more of a sustainment role as we withdraw from the [area of operations], sustainers will need to [keep] up to speed on current operations and methods of retrograding and redeploying our forces.”

“Excellent way to keep the Soldier abreast of total logistics efforts.”

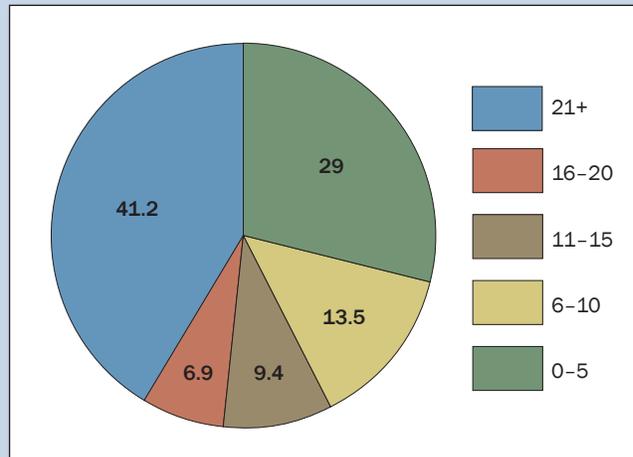


Figure 4. Civilian time serving in the sustainment community.

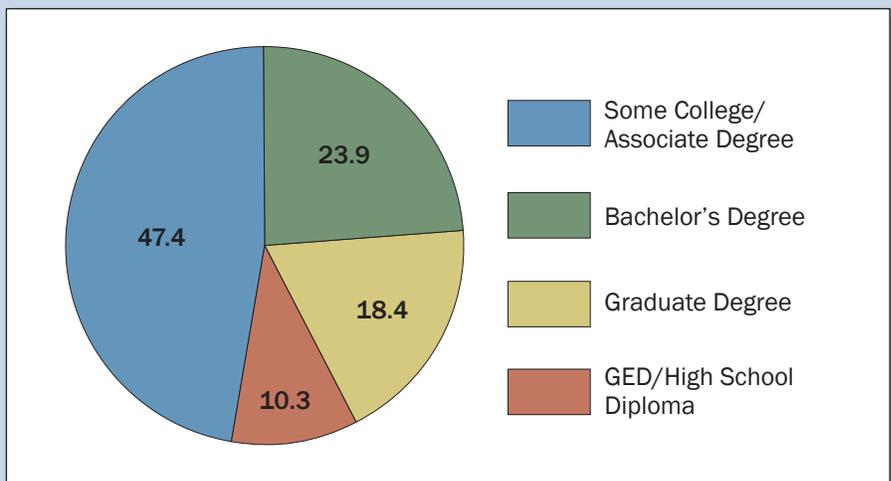


Figure 5. Highest level of civilian education completed.

Content Preferences and Rankings

Figures 6 through 9 are basic data collected from survey respondents related to their content preferences and rankings of the current publication. Results for figures 6 through 7 are displayed in percentages. Results for figures 8 through 9 are displayed in the actual number of responses.

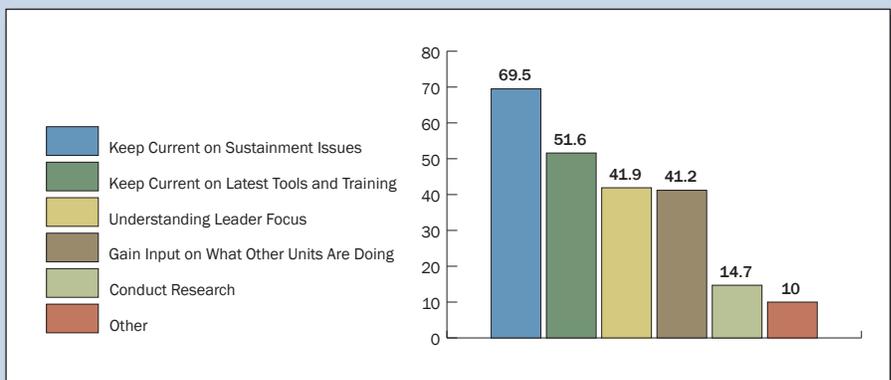


Figure 6. Respondents were asked their reason(s) for reading the print version of *Army Sustainment* magazine and had the option of selecting multiple responses.

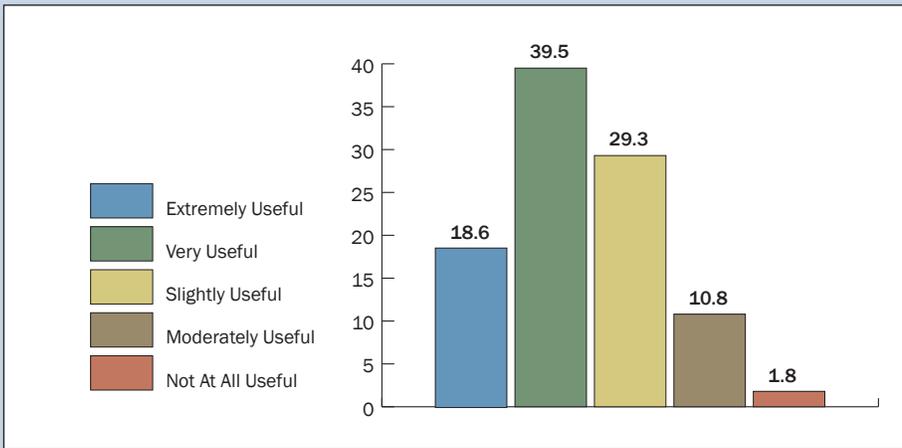


Figure 7. Respondents were asked, “How useful is the print version of *Army Sustainment* magazine in keeping you informed about matters related to your reason for reading the magazine?”

	1	2	3	4	5	6
Current Operations Articles	1236	727	457	285	135	42
Training, Education and Tools Articles	777	937	565	330	186	97
Senior Leader Commentaries and Articles	433	404	563	540	445	465
Scholarly Articles on Current Topics	204	354	568	695	607	399
News and Photos	196	343	444	530	637	700
Historical Articles	84	144	285	453	796	1068

Figure 8. Readers were asked to prioritize from most important (1) to the least important (6) the content they would like to see in the print version of *Army Sustainment* magazine.

	Excellent	Good	Average	Fair	Poor	No Basis to Judge
Overall Relevance of Content	793	1,626	350	74	9	82
Overall Timeliness of Content	570	1,499	605	135	18	107
Overall Quality of Content	781	1,575	408	77	13	80
Overall Level of Satisfaction	694	1,610	437	91	21	81

Figure 9. Respondents were asked to rate *Army Sustainment* magazine on the following areas: overall relevance of content, overall timeliness of content, overall quality of content, overall level of satisfaction (Respondents could only choose a single response for each topic.)

“Please continue to solicit articles from the sustainment community. The faculty here at [the Command and General Staff College] continually look for updated information, [tactics, techniques and procedures,] and lessons learned from your magazine. We often use these articles in our formal curriculum and as reference material when our students have issues in a particular area. It also offers the academic sustainment community an opportunity to publish research, doctrinal analysis, and perspectives.”

“I don’t recommend this magazine to go ‘digital only.’ I pass hard copies around my office so my coworkers can review first-hand what’s going on in the sustainment community.”

“Continue to do surveys and receive reader involvement, wants, needs, and assessments.”

“*Army Sustainment Magazine* is an awesome periodical which I view in both digital format and carry with me in hardcopy to share with peers.”

“Great magazine, would love to see more mobile apps.”

“Many of us load our iPhone, iPad, or smart device with professional readings to read during travel or other targets of opportunity to maximize the best use of our time. A mobile version of the magazine would be extremely beneficial.”

“[I want] more ‘purple’ articles on how the Marines, Navy, etc., handle sustainment.”

“I would like to see the articles written using more of the Soldiers’ or workers’ perspectives—capturing their ideas and their contributions to the accomplishments.”

“Get more articles from mid-careerists, staff sergeants specifically. Articles can be [in] quick lessons-learned formats as well as [opinions stating] what they think.”

“The timeline on publishing articles from the current operations is slow. This is a major detractor as the information should be timely to be effective. There should be an ability to comment on articles.”

Army Sustainment Website Readership Survey Results

Below is a summary of the data collected from respondents who chose to participate in the website portion of the *Army Sustainment* 2012 readership survey.

When asked their reasons for visiting the *Army Sustainment* website, the majority of the survey respondents choose the option “to keep current on latest news involving the sustainment community” (68.4 percent).

Using a scale of excellent, good, average, fair, poor or not applicable:

- Navigating the website was rated as good (55 percent).
- The appearance of the website was rated as good (53.6 percent).
- The process to find the information they sought on the website was rated as good (52.6 percent).
- The chance that respondents would return to use the website was rated as good (47.4 percent).

Using a scale of extremely easy, somewhat easy, neutral, somewhat difficult, extremely difficult, or not applicable:

- Researching information was rated as somewhat easy (45.1 percent).
- Getting the latest news and photos was rated as somewhat easy (44.4 percent).
- Viewing the print version online was rated as somewhat easy (38.2 percent).
- Downloading the print version of the magazine was rated as somewhat easy (36.0 percent).

A scale with the options of excellent, good, average, fair, poor, or no basis to judge was used to determine the survey respondents’ overall level of satisfaction:

- The overall level of satisfaction was rated as good (55.8 percent).
- The overall timeliness of website content was rated as good (55.2 percent).
- The overall relevance of website content was rated as good (54.9 percent).
- The overall quality of the website content was rated as good (54.2 percent).

Try Our QR Codes

This quick response (QR) code allows readers to access the *Army Sustainment* website instantly on a smart phone or mobile device. To use the QR code, first download a QR code-reading application (app) onto your smart phone or mobile device and then use the app to scan the QR code. Keep up on the latest sustainment news, download the current issue, follow us on Facebook, Google+ or Twitter and stay connected to fellow sustainers!



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