

**Report on Attitudes about USMS SWIMMER
of USMS Members**

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6/23/2006

This report reflects the responses of 3756 USMS members. The response rate was 37.56%.

Part 1: General Attitudes about USMS SWIMMER Magazine

Question:	Mean	% > 4	% 6 or 7	% 4
I don't really care about USMS SWIMMER*	5.23	64.8	55.8	17.0
I like the quality of photography in USMS SWIMMER	5.17	70.2	43.5	21.7
USMS SWIMMER has too many photographs and too little text*	5.14	64.6	43.0	29.4
I am highly satisfied with the editorial quality of USMS SWIMMER	4.96	62.6	37.1	25.2
The quality of writing in USMS SWIMMER is excellent	4.8	56.9	29.7	32.2
It is always easy to find what I am looking for in USMS SWIMMER	4.79	55.5	31.9	30.6
I think the layout of USMS SWIMMER is excellent	4.74	52.1	27.5	37.4
USMS SWIMMER has too much advertising*	4.65	48.1	28.6	39.7
I always read USMS SWIMMER thoroughly from cover to cover	4.57	55.4	36.1	16.6
I wish USMS SWIMMER had more stories and content	4.50	45.5	25.7	35.0
USMS SWIMMER is better than other swimming magazines	4.50	41.9	24.4	41.3
USMS SWIMMER is better than other sports magazines	4.19	35.1	17.1	39.7

* These questions are reversed because of the way they were worded. Their stats have already been reversed so that they are comparable to the other questions. Higher number responses are positive for SWIMMER magazine, just as with the other questions.

Instructions for this section (from the survey):

For this section, please indicate your level of agreement with the following statements on the scale provided by typing the number that corresponds to your level of agreement in the blank space provided. 1 indicates that you strongly disagree and 7 indicates that you strongly agree.

How to read this table:

The questions appear in the first column just as they did on the survey. The second column is the mean (average) of all responses to that question. The higher the mean the more positive the response was. So for the highest ranked question (I don't care about USMS SWIMMER) I have reversed the scoring so that the higher scores mean that people disagreed with the statement so that you can always interpret a higher score as being "good" or more positive. The third column is the percent of responses that were higher than 4. We use 4 as a cutoff because that is the midpoint of the agree-disagree scale and therefore the neutral position for people. Any response higher than 4 is positive and any response lower than 4 is negative. The fourth column is the percent of responses that were strongly positive (either 6 or 7). The last column is the percent of people who were neutral on the question.

Overall the news is very good. There were no questions that averaged lower than 4.0 meaning that people generally have positive attitudes about the magazine. Also of great importance is that the most positive response was that people care about the magazine. The other (consistently) highly rated areas of the magazine are the photography, the editorial quality, the writing, the layout and the ease of finding what you want. Another important result is that only 12.2% of respondents felt that the magazine had too much advertising (rated 5 or higher on that question). Finally, if you add the numbers in columns 3 and 5 for the question "I wish USMS SWIMMER had more stories and content" we see that 80.5% of respondents are either neutral or would like to see the magazine grow in size.

Part 2: Content Importance

The next three tables show the content importance of the 36 areas of the magazine that we asked about. The 36 areas are divided into three categories. The first table shows the eleven areas where people clearly want more, reflected by their average rating on the 7 point scale and by the number of people who said they feel the content amount is either “right” or they want more. The second table shows the areas that are mostly right. The third table reflects the areas where people do not want more, also reflected by the content scores. The cutoffs that determine which content areas appear in which tables are based on the average importance scores for each item, where table one required an average score over 5.00, table two required an average score between 4.0 and 5.0 and table three shows areas with average scores under 4.00. **These cutoffs are arbitrary and should not be interpreted as recommendations that the magazine not increase content for areas, particularly those at the top of Table 2.**

**Table 1
Content Areas Most Wanted**

Content area:	Score	%Right	%More
Pool training articles	6.01	39.6	58.3
The Training and Technique department	6.01	42.5	54.6
Pictorial Training & Technique features	5.89	48.9	47.3
News on nutrition	5.59	55.1	36.7
Healthy Swimmer Department	5.58	57.2	37.1
Workout information (web workout, my favorite set)	5.56	52.4	42.5
News on health	5.55	57.7	35.7
Sports Medicine features (health, psychology, etc)	5.53	58.7	36.4
Competition training articles	5.51	50.7	44.8
Dry land training articles	5.44	48.6	45.9
Fitness swimming features	5.18	61.1	31.7

How to read this table:

This table shows the content areas most wanted by survey respondents. The top three items on the table are the ones where there is clearly a strong desire for more of that content. On the first two items, more people want an increase than think the amount of coverage is currently correct. Also interesting are the ratings for competition and dry land training articles. Their averages are lower, but they have high percentages of people who want more. This can occur because people tended to rate their importance as a five or six, not a seven, although they want more, this indicates less passion for the topics, but still strong support.

Table 2
Content Areas That Are About Right

Content area:	Score	%Right	%More	%Less
Diet/weight loss information	4.94	58.5	26.0	13.9
Cross-training articles	4.92	53.5	35.2	9.6
Non-traditional approaches to training mind/body	4.84	58.7	26.6	13.2
On Deck—Calendar of Events	4.79	75.5	15.5	7.4
Splashback! (history of swimming)	4.77	71.9	17.7	8.7
Open water training articles	4.70	53.3	33.3	11.6
Safety tips	4.68	70.4	13.8	14.1
National Championship results (pool /long distance)	4.54	68.9	14.4	12.8
Swim Bag Department (swim-related products)	4.51	73.6	10.6	14.1
Personality profiles	4.46	69.6	11.4	17.2
National Championship previews	4.45	75.3	10.1	13.0
Reports on non-championship events	4.31	68.9	14.4	15.0
Reporting on members' competitive achievements	4.31	71.1	11.1	16.2
Open water features	4.30	60.7	22.1	15.6
Swimming Life Department (member news)	4.28	74.1	11.4	12.8
Lists of All-Americans and All-Stars	4.15	71.7	8.2	18.4
Pool Championship entry forms	4.15	74.1	7.6	16.7
Recipes	4.05	56.1	15.8	26.4

How to read this table:

Reading this table is just like table 1, except the reader is encouraged to pay particular attention to the content areas where there are large numbers of people who want LESS. These indicate potential areas of controversy, and, for whatever reasons, they tend to repel some readers.

For most content areas in this table, a large majority of members believe the amount in the magazine is about right. However, we should remain sensitive to the number of people who want either more or less of certain areas. Numbers that may be of particular interest are in bold.

Table 3
Content Areas of Which Members Definitely Do Not Want More

Content area:	Score	%Right	%Less
Inside USMS Department (news/information from USMS)	3.94	74.0	20.1
Youth and family-oriented features	3.71	64.1	25.6
One Hour Swim entry forms	3.59	72.3	21.2
Other Postal/Open Water Championship entry forms	3.55	71.4	21.4
Letters to the editor	3.49	79.9	12.8
Editor's letter	3.11	80.0	18.1
Address from a USMS executive	2.88	67.4	30.4

How to read this table:

This table shows that while these items have weak support, most people believe the amount of space allocated to them is about right. The only exception is “Youth and family oriented features” which receive reasonable support, but also have a fairly large number of people who believe they are given too much coverage.

Note that the third column on this table is the % of respondents who want to see less of that content area, instead of more as on the earlier tables.

Part 3: Ratings of Possible Additions to USMS SWIMMER

This section shows the results of our inquiry into whether people would like to see possible additions to the content of the magazine. They were asked to rate 13 new content areas on a scale of 1-7 where 1= Don't add this I am not interested and 7 = I would like to see more of this.

New content area	Mean	% > 4	4%	<% 4
Additional training features	5.49	77.4	14.9	7.7
Information on how to improve clubs and local swimming	4.53	53.2	22.7	24.2
Product reviews	4.43	50.9	22.9	26.3
Articles about regional events and news	4.42	48.5	26.8	24.7
Information on vacations, seminars, camps for swimmers	4.41	49.4	22.4	28.2
Opinion editorials written by swimmers and coaches	4.38	49.7	23.4	26.9
Information about cross-training	4.19	33.9	26.1	32.6
A marketplace section (new products and services)	4.17	43.0	26.3	30.7
Coverage of aquatic issues outside of USMS	4.08	41.3	26.1	32.6
Regular columnists	3.98	33.6	34.8	31.6
Articles about other outdoor-oriented activities and sports	3.84	37.3	21.9	40.8
Book reviews	3.67	32.4	23.9	43.7
Articles about triathlon news, training and events	3.50	30.1	19.1	50.8

How to read this table:

This table has five columns. The first shows the new content areas, the second shows the Mean (average) score for that item on the seven point scale. The third column shows the percent of respondents who indicated a positive (over the neutral point of 4) response to the content area. The fourth column shows the percent of respondents who were neutral. The fifth column shows the percent of respondents who were negative (under the neutral point of 4) about that content area.

Above all, this table confirms the earlier results that indicate that what most people want is more information on training.

Part 4: Price of Magazine

Our final question asked respondents what they would be willing to pay for the magazine if they did not get it free. The mean price was \$11.65, but the standard deviation was 22.76, indicating a high degree of variability in the price indicated. 26.8% of respondents said they would pay nothing. 15.5% would pay between \$5-10. 14.4% indicated they would pay \$12, 11.6% would pay \$15, and 10.5% would pay \$20. The rest were very small quantities. It looks like somewhere between \$10 and \$15 is the reference price (the price people think something is worth).

Overall attitudes about USMS SWIMMER by segment

	Attitude about magazine		
	Don't care	Neutral	Care
Serious Competitors	80/11.2%	90/12.6%	554/76.2%
Serious Non-competitors	209/27.7%	133/17.6%	413/54.7%
Non-serious competitors	90/16.9%	105/19.7%	339/63.5%
Triathletes	97/26.6%	86/23.6%	182/49.9%
All event/Open water	54/14.3%	67/17.7%	257/68.0%

How to read this table:

The first number in each cell of the table represents the number of people who fell into that category. So there were 80 respondents who are in the serious competitor segment who don't care about USMS SWIMMER. The percentage after it is the percentage of serious competitors who do not care about USMS SWIMMER.

This table tells us that 76.2 % of serious competitors care about the magazine and 23.8% of them are neutral or don't care about it. Of concern with these number is the fact that roughly half of our serious non-competitors and triathletes don't care or are neutral about the magazine. Of the greatest surprise is the serious non-competitor segment because they indicate that they are most interested in, and give high marks to, training and technique and pool training articles.