

FERMILAB TODAY

2012 Survey Results

Office of Communication
September 2012

What is *Fermilab Today*?

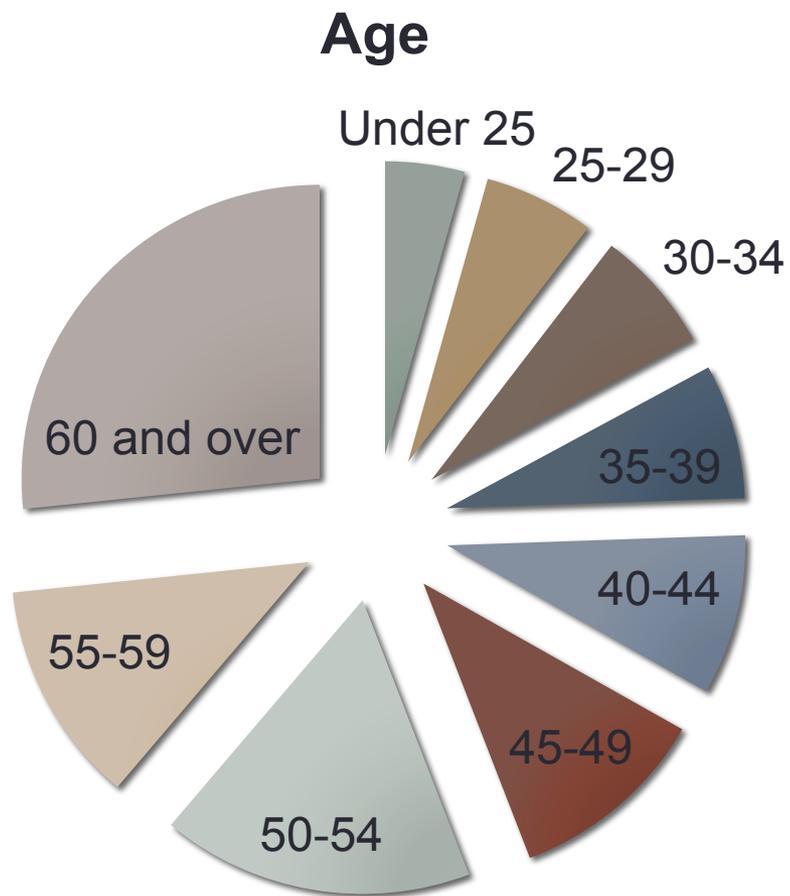
- Daily publication
- Both internal and external audiences
- Mix of technical and non-technical articles
 - Fermilab R&D, projects, events, employee milestones, education programs
 - Particle physics
 - Science policy

Survey basics

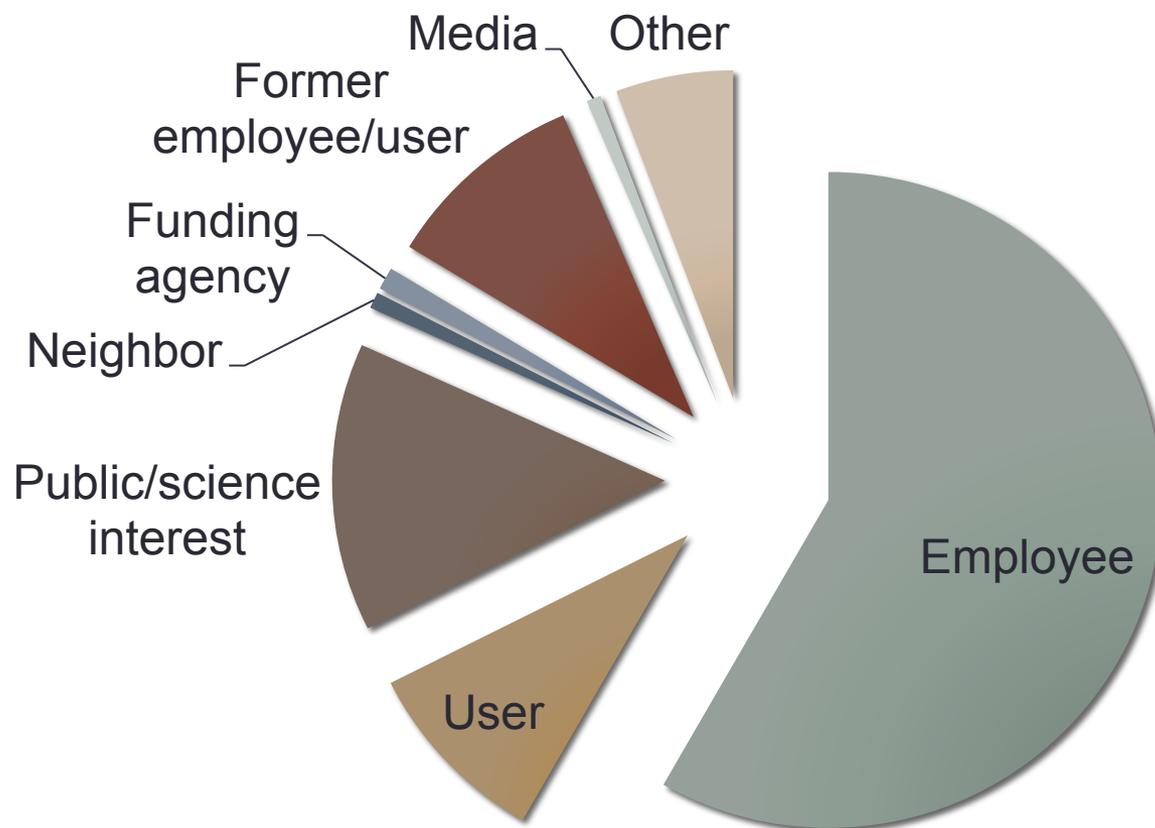
- Last *Fermilab Today* survey – 2006
- 2012 survey
 - Invitation link sent 3 times
 - Respondents had 3 weeks to complete the online questions
 - Approximately 4,000 recipients
 - Nearly 1,200 respondents (30 percent)
 - 47 questions including demographic information

READER DEMOGRAPHICS

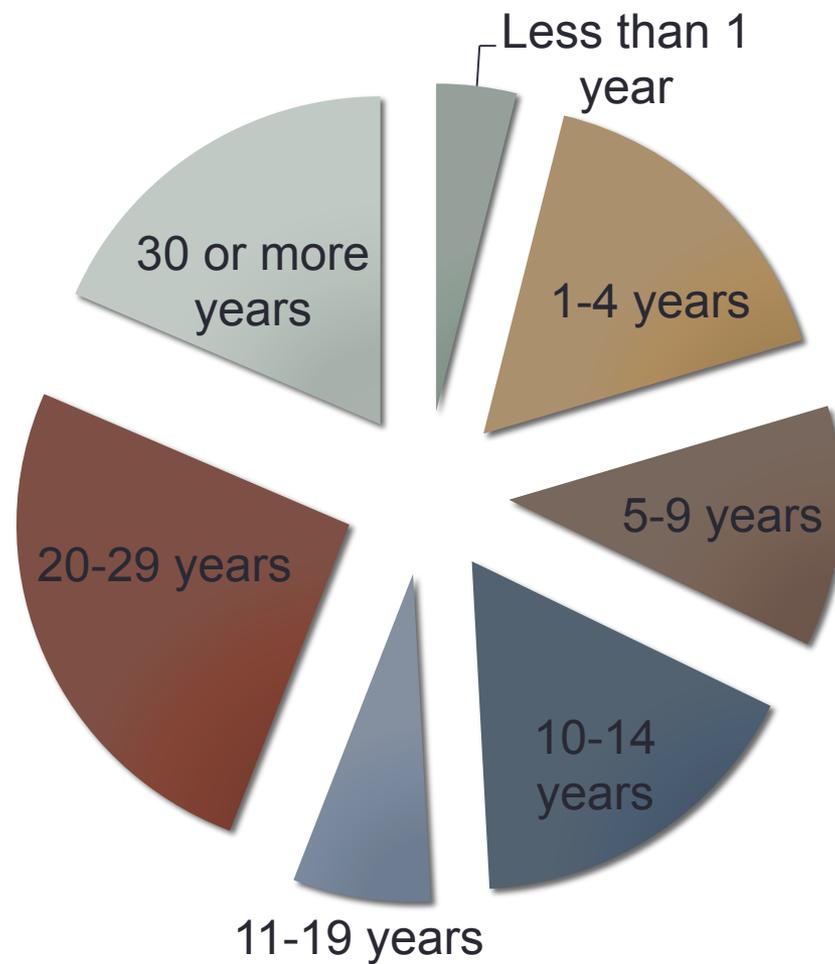
Readership age



Relationship to Fermilab

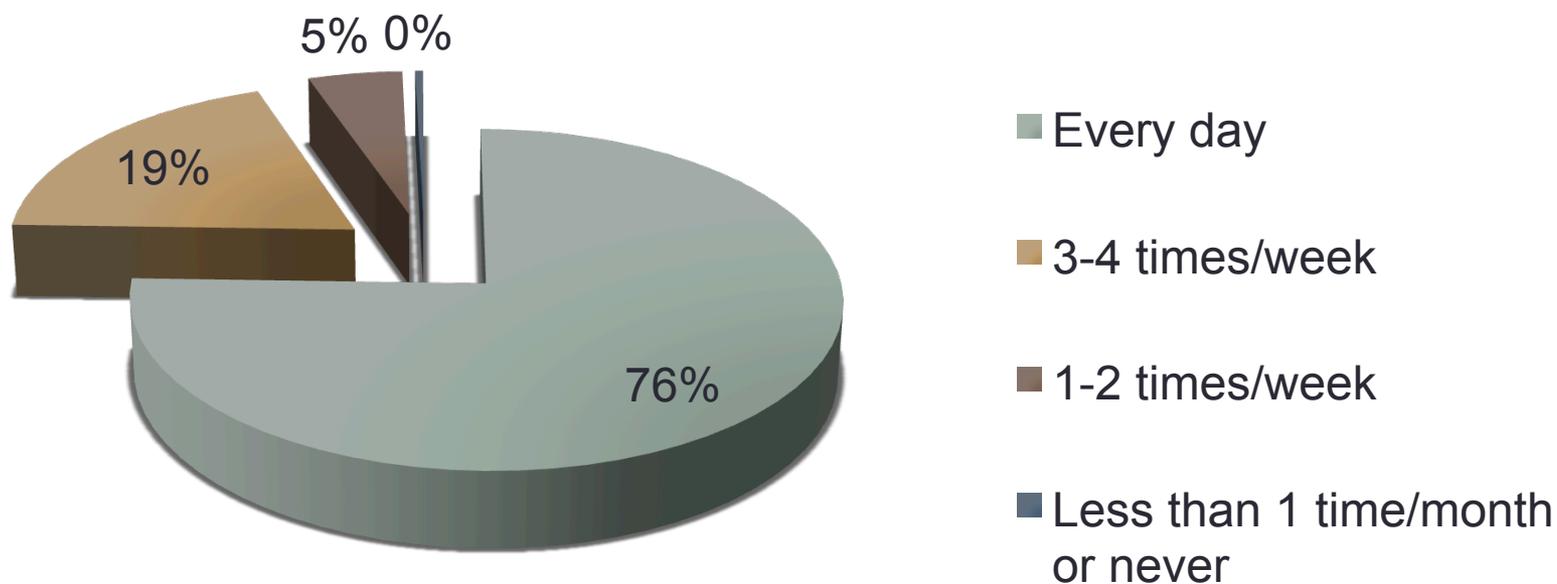


How long at Fermilab?

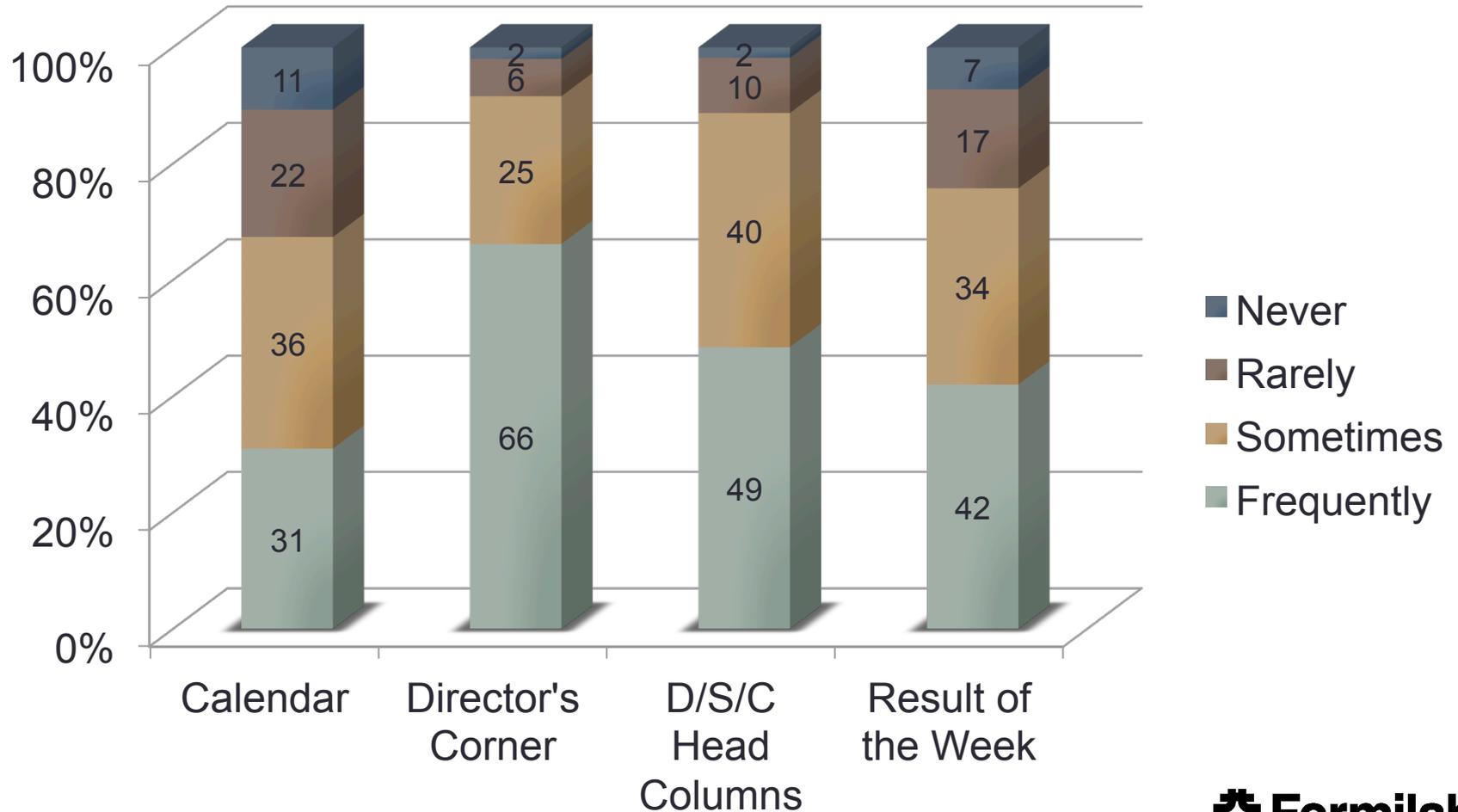


READERSHIP BEHAVIORS

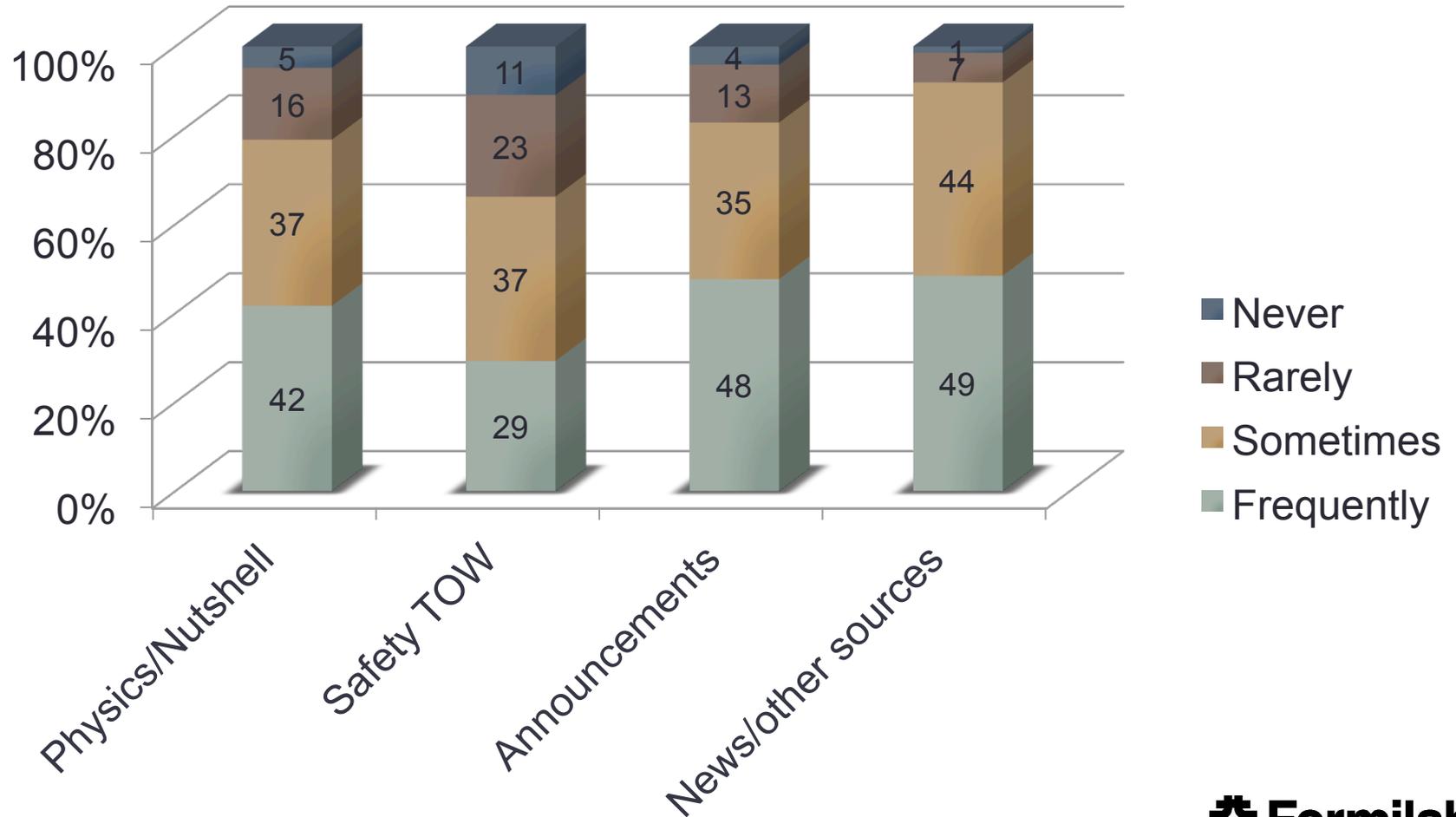
How often do you read FT?



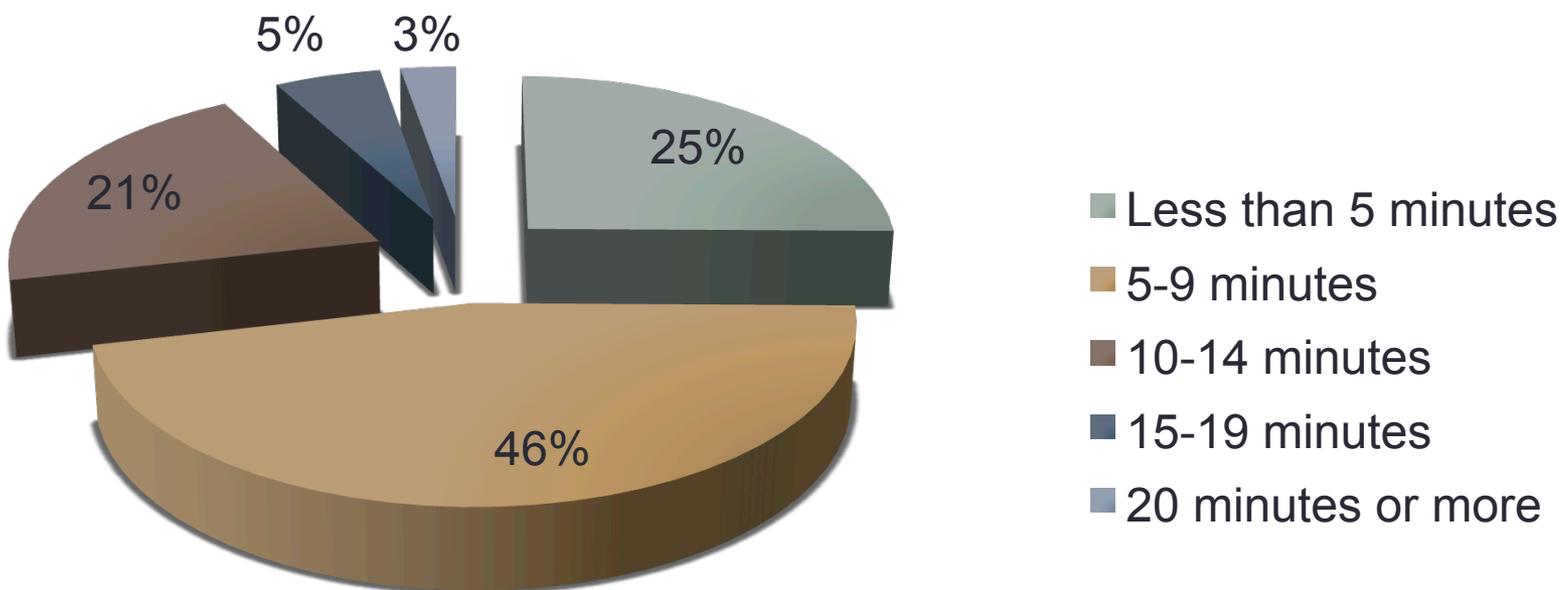
How often do you read:



How often do you read:

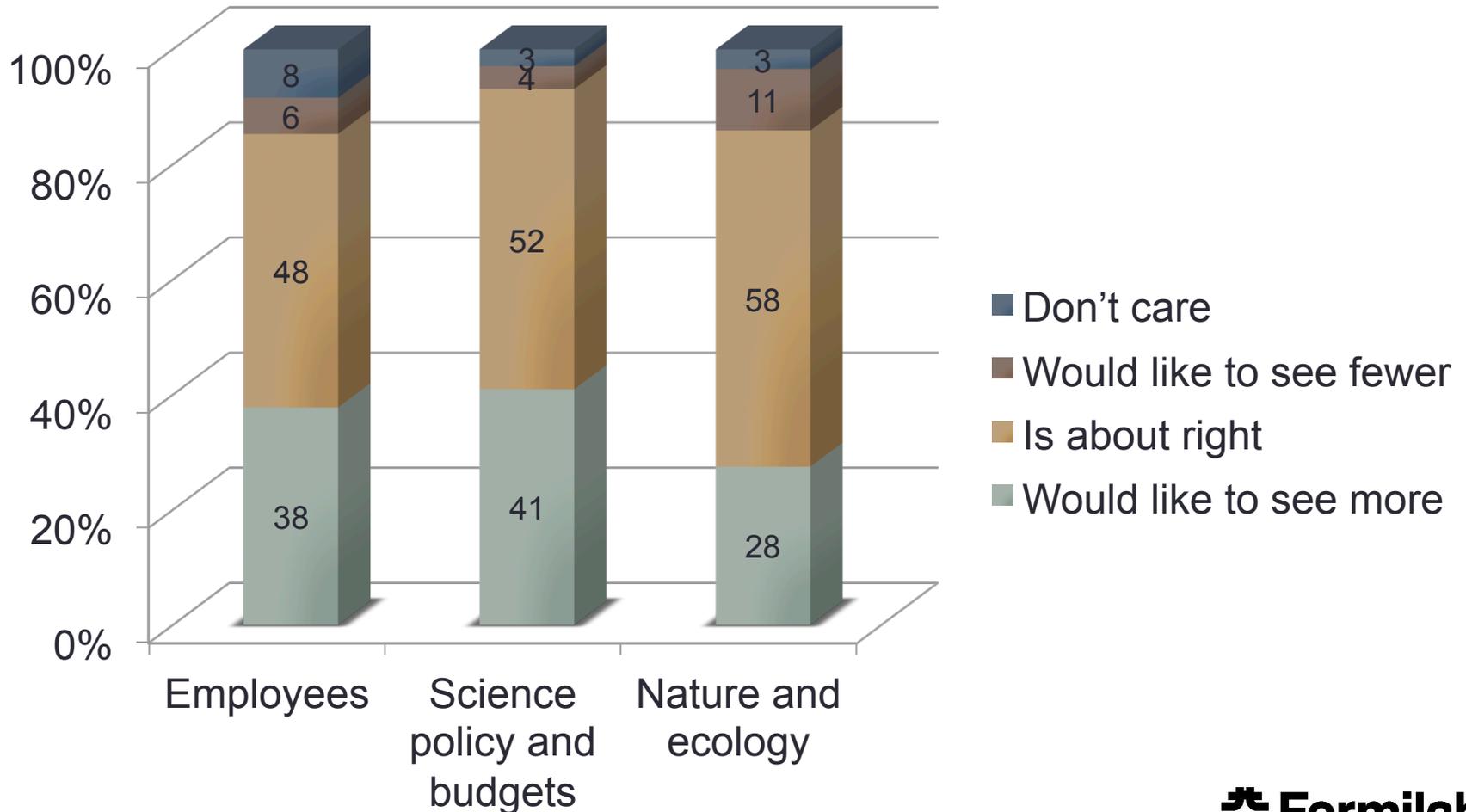


Time spent reading FT

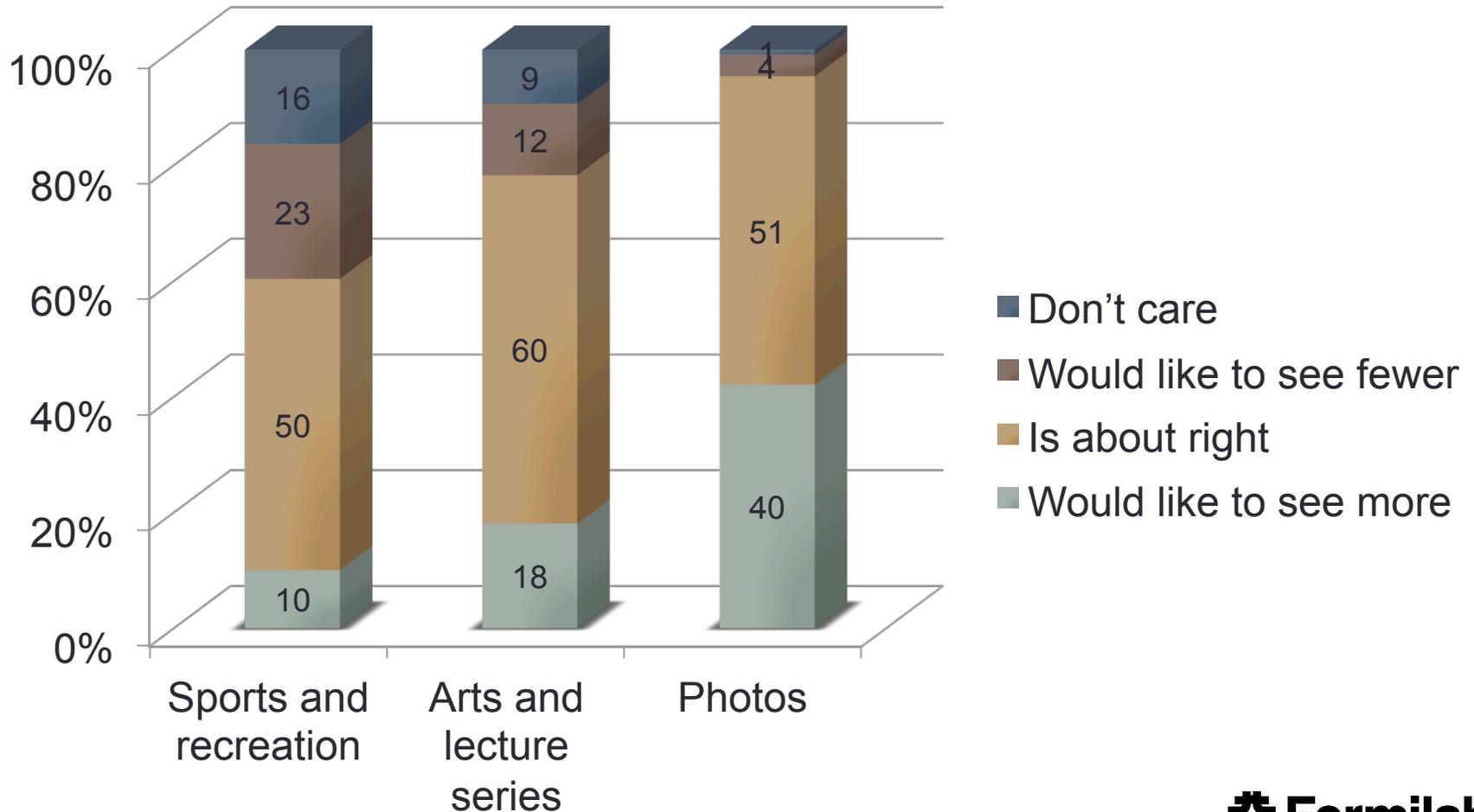


PREFERENCES

More or less of these topics

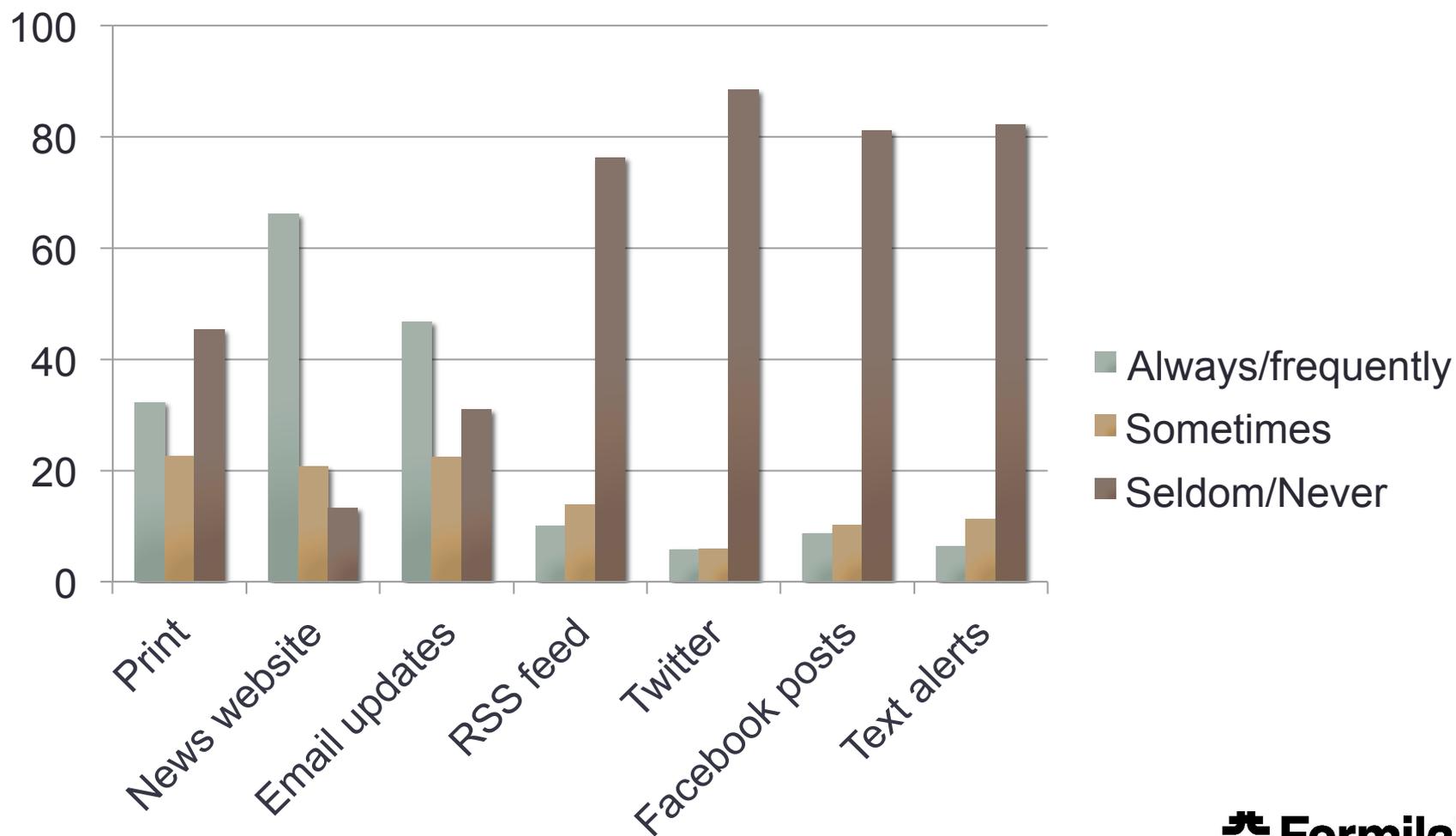


More or less of these topics

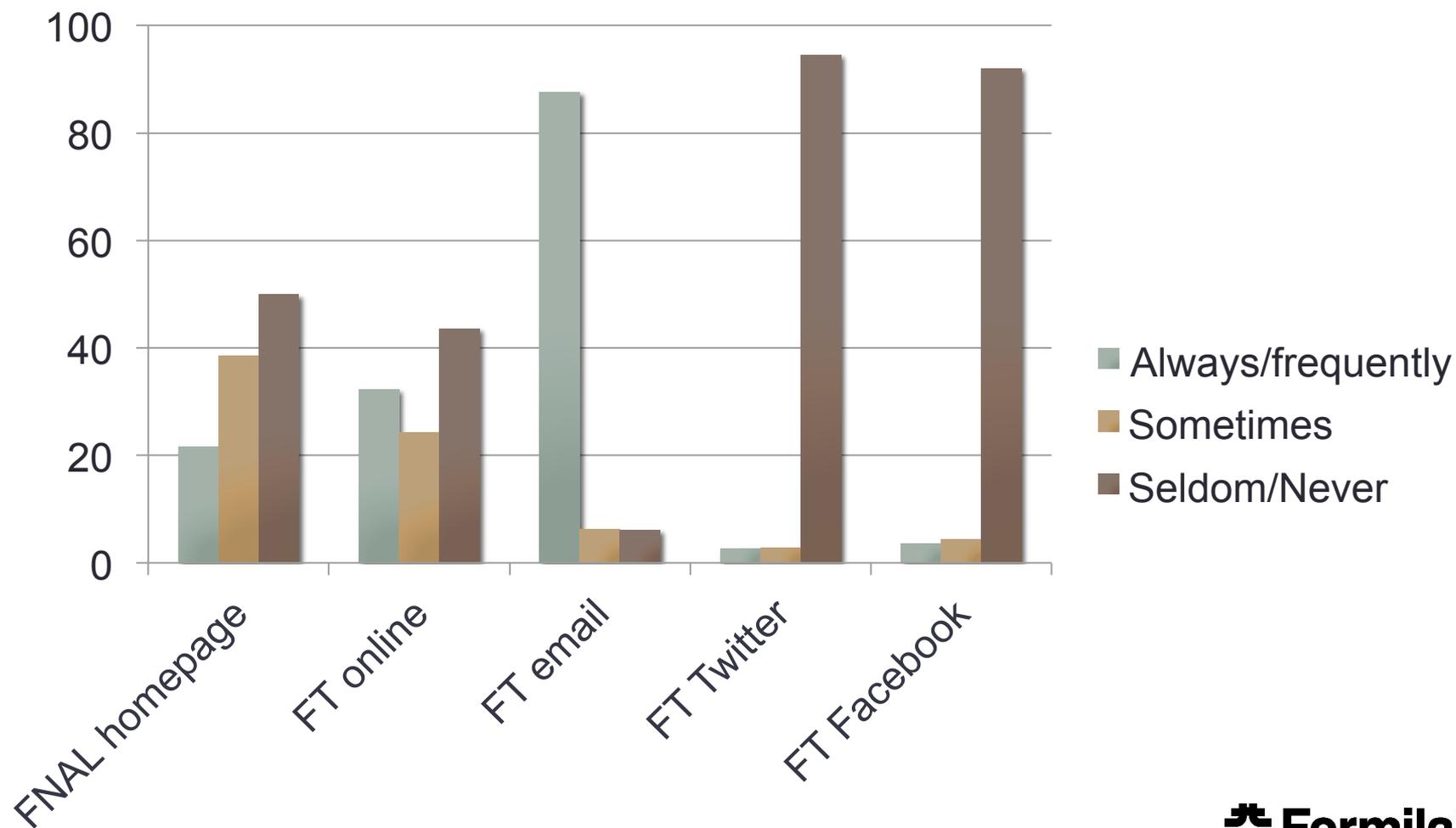


NEWS DELIVERY

Preference to receive the news



How do you learn about Fermilab?



How often do you visit Fermilab webpages?

	Everyday	3-4 times/ week	1-2 times/ week	1-3 times/ month	Less than once/ month	Never
Fermilab home page	19 %	15 %	17 %	21 %	23 %	5 %
Fermilab at Work	16 %	17%	18 %	20 %	17 %	13 %
Fermilab division home page	13 %	15 %	16 %	18 %	22 %	17 %

How often would you like to hear from Fermilab?

