

PURPOSE: To measure readers' interest in the contents of NOMOTC's Notebook - a collaboration between Education and Research Departments.

METHOD: A survey consisting of 30 questions was made available online via Survey Monkey. The survey was to be completed by members of NOMOTC.

BACKGROUND INFORMATION / RESULTS

There were 198 responses to the survey, although not everyone answered every question.

1. How often do you receive NOMOTC's Notebook?
 - a. Once a year 0.5% (1)
 - b. Twice a year 3 % (6)
 - c. Three times a year 3 % (6)
 - d. **Four times a year 63 % (126)**
 - e. Not sure 26.3% (52)
 - f. Do not receive Notebook 3.5% (7)

2. How many copies of a single issue of NOMOTC's Notebook do you receive?
 - a. **One 79% (153)**
 - b. Two 11% (22)
 - c. Three 6% (11)
 - d. Four or more 4% (7)

3. After receiving NOMOTC's Notebook, when do you usually first look inside the issue?
 - a. **The same day the issue arrives in the mail 35% (69)**
 - b. Within 1-2 days of receiving the issue 31% (60)
 - c. Within a week of receiving the issue 27% (53)
 - d. After a week 5% (9)
 - e. Do not read NOMOTC's Notebook 2% (4)

4. How do you usually decide which article in NOMOTC's Notebook to read first?
 - a. **Read the issue from front to back 50% (96)**
 - b. Look for article that matches cover photo 2% (4)
 - c. Look for article matching cover preview tabs 3% (6)
 - d. Look at table of contents for article of interest 4% (7)
 - e. Look for column of interest (i.e. Single Parent, etc) 8% (15)
 - f. Look for interesting photos and read accompanying article 3% (5)
 - g. Randomly open and page through/stop at article of interest 30% (58)

5. When reading NOMOTC's Notebook, how long do you typically spend reading in one sitting:
 - a. Less than 10 minutes 22% (43)
 - b. **10 minutes to 30 minutes 57% (109)**
 - c. 30 minutes to an hour 12% (23)
 - d. Read through entirely 9% (17)

6. How much of NOMOTC's Notebook do you typically read?
- | | |
|----------------|-----------------|
| a. All | 25% (48) |
| b. Most | 44% (85) |
| c. Some | 29% (55) |
| d. None | 2% (4) |
7. After starting to read NOMOTC's Notebook, how often do you come back to read that same issue?
- | | |
|---------------------------------------|-----------------|
| a. Only look at it once | 32% (121) |
| b. Look at an issue 1-3 times | 51% (97) |
| c. Look at an issue more than 3 times | 7% (14) |
8. What do you do with NOMOTC's Notebook issues after you have finished with them?
- | | |
|---|-----------------|
| a. Save them all | 25% (59) |
| b. Save issues with items of special interest | 15% (28) |
| c. Share them with friends or relatives | 7% (14) |
| d. Take to club meetings for new attendees | 9% (18) |
| e. Take to doctor's office for expectant mothers of multiples | 2% (3) |
| f. Dispose of them | 39% (74) |
9. Thinking back to the last time you read NOMOTC's Notebook, which articles did you read (mark all that apply).
- | | |
|---|------------------|
| a. Cover story | 48% (91) |
| b. President's column | 31% (60) |
| c. Support Services Articles (Single Parent, Special Needs, etc.) | 44% (83) |
| d. Member Club Spotlight | 44% (84) |
| e. Feature stories | 59% (112) |
| f. Research articles and studies | 51% (97) |
| g. Convention-related articles | 31% (60) |
| h. Read the issue cover-to-cover | 38% (73) |
10. The **COVER** of NOMOTC's Notebook is generally appealing and makes me want to read the issue:
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 12% (23) |
| b. Agree | 41% (76) |
| c. Neither agree nor disagree | 11% (21) |
| d. Disagree | 7% (12) |
| e. Strongly disagree | 2% (4) |
11. The **PHOTOS** enhance the articles and features.
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 28% (51) |
| b. Agree | 52% (96) |
| c. Neither agree nor disagree | 11% (21) |
| d. Disagree | 7% (12) |
| e. Strongly disagree | 2% (4) |
12. The **LAYOUT** of NOMOTC's Notebook makes it attractive and easy to read.
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 13% (24) |
| b. Agree | 45% (83) |
| c. Neither agree nor disagree | 24% (44) |
| d. Disagree | 12% (22) |
| e. Strongly disagree | 6% (11) |
13. The **FONT SIZE** of the articles is easy to read.
- | | |
|-------------------|----------|
| a. Strongly Agree | 15% (27) |
|-------------------|----------|

- | | | |
|--|-------------------------------|------------------|
| | b. Agree | 63% (115) |
| | c. Neither agree nor disagree | 11% (20) |
| | d. Disagree | 9% (17) |
| | e. Strongly disagree | 2% (4) |
14. The **PRESIDENT'S COLUMN** gives a good overview of NOMOTC goals, activities, events, etc.
- | | | |
|--|-------------------------------|-----------------|
| | a. Strongly Agree | 14% (26) |
| | b. Agree | 50% (90) |
| | c. Neither agree nor disagree | 32% (59) |
| | d. Disagree | 2% (4) |
| | e. Strongly disagree | 1% (3) |
15. The **SINGLE PARENT** articles are helpful to me or to parents who need that particular support.
- | | | |
|--|--------------------------------------|-----------------|
| | a. Strongly Agree | 7% (13) |
| | b. Agree | 37% (68) |
| | c. Neither agree nor disagree | 52% (95) |
| | d. Disagree | 2% (2) |
| | e. Strongly disagree | 1% (3) |
16. The **SPECIAL NEEDS** articles are helpful to me or to parents who need that particular support.
- | | | |
|--|-------------------------------|-----------------|
| | a. Strongly Agree | 12% (21) |
| | b. Agree | 48% (87) |
| | c. Neither agree nor disagree | 37% (66) |
| | d. Disagree | 3% (5) |
| | e. Strongly disagree | 1% (2) |
17. The **FEATURE ARTICLES** are interesting to me.
- | | | |
|--|-------------------------------|------------------|
| | a. Strongly Agree | 11% (20) |
| | b. Agree | 69% (127) |
| | c. Neither agree nor disagree | 16% (29) |
| | d. Disagree | 3% (5) |
| | e. Strongly disagree | 1% (2) |
18. The **MEMBER CLUBS SPOTLIGHT** items are helpful for getting ideas for club activities.
- | | | |
|--|-------------------------------|-----------------|
| | a. Strongly Agree | 21% (39) |
| | b. Agree | 53% (96) |
| | c. Neither agree nor disagree | 24% (44) |
| | d. Disagree | 1% (2) |
| | e. Strongly disagree | 0.5% (1) |
19. The **HIGHER ORDER MULTIPLES** articles are helpful to me or to parents who need that particular support.
- | | | |
|--|-------------------------------|-----------------|
| | a. Strongly Agree | 9% (17) |
| | b. Agree | 44% (80) |
| | c. Neither agree nor disagree | 44% (79) |
| | d. Disagree | 1% (2) |
| | e. Strongly disagree | 1% (2) |
20. The **BEREAVEMENT** articles are helpful to me or to parents who need that particular support.
- | | | |
|--|-------------------|-----------------|
| | a. Strongly Agree | 14% (26) |
| | b. Agree | 48% (88) |

- | | |
|-------------------------------|----------|
| c. Neither agree nor disagree | 34% (62) |
| d. Disagree | 2% (4) |
| e. Strongly disagree | 1% (2) |
21. The **BOOK REVIEWS** are interesting to me.
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 10% (19) |
| b. Agree | 44% (80) |
| c. Neither agree nor disagree | 35% (63) |
| d. Disagree | 10% (18) |
| e. Strongly disagree | 1% (2) |
22. The **RESEARCH INTERPRETATION** articles are interesting to me.
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 22% (40) |
| b. Agree | 51% (93) |
| c. Neither agree nor disagree | 19% (34) |
| d. Disagree | 7% (12) |
| e. Strongly disagree | 1% (2) |
23. The **RESEARCH STUDIES IN REVIEW** are interesting to me.
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 21% (37) |
| b. Agree | 53% (94) |
| c. Neither agree nor disagree | 21% (37) |
| d. Disagree | 5% (9) |
| e. Strongly disagree | 0.5% (1) |
24. The **RESEARCH SURVEY UPDATES** are interesting to me.
- | | |
|-------------------------------|------------------|
| a. Strongly Agree | 22% (40) |
| b. Agree | 57% (105) |
| c. Neither agree nor disagree | 16% (30) |
| d. Disagree | 4% (7) |
| e. Strongly disagree | 0.5% (1) |
25. The **NOMOTC CONVENTION PREVIEW** and highlights give a good overview of NOMOTC'S convention activities.
- | | |
|-------------------------------|-----------------|
| a. Strongly Agree | 18% (33) |
| b. Agree | 51% (94) |
| c. Neither agree nor disagree | 28% (51) |
| d. Disagree | 2% (3) |
| e. Strongly disagree | 1% (2) |
26. Do you look at the **ADVERTISEMENTS** in NOMOTC's Notebook?
- | | |
|---------------|------------------|
| a. Yes | 74% (135) |
| b. No | 26% (47) |
27. Have you ever purchased an item advertised in NOMOTC's Notebook?
- | | |
|--------------|------------------|
| a. Yes | 11% (20) |
| b. No | 89% (190) |
28. If the option becomes available, would you like to read NOMOTC's Notebook on NOMOTC's Website in the Members Only section?
- | | |
|--------------|-----------------|
| a. Yes | 46% (85) |
| b. No | 54% (99) |
29. What type of NOMOTC membership best describes you?
- | | |
|---|------------------|
| a. I am a member of a local club | 86% (163) |
|---|------------------|

- b. I am a member of more than one club 14% (26)
- c. I am an Individual Affiliate member 0.5% (1)
- d. I am a Professional Affiliate member 0% (0)

30. If you are not receiving any issues of NOMOTC's Notebook (or the right number of issues, i.e. one issue per club to which you are a member), have you checked with your club's National Representative or with the NOMOTC Executive Office to find out why?
- a. Yes 2% (4)
 - b. No 8% (15)
 - c. **Does not apply 90% (170)**



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Research Interpretation
 NOMOTC's *Notebook* Readership Survey
 By Rebecca Moskwinski, M.D.
 Research Interpreter

NOMOTC'S *Notebook* is a quarterly publication sent directly to the home of every member of NOMOTC. A Readership Survey was developed in collaboration between the Education Department and Research Department to measure readers' interest in the content of NOMOTC's *Notebook*. They initiated a survey in February 2011 and the ending date was May 2011.

There were 198 respondents, of which 86% were members of a local chapter of NOMOTC. 14% were members of more than one chapter of NOMOTC. Only one individual affiliate member and no professional affiliate members participated. Only 19 respondents were not receiving their NOMOTC's *Notebook*, or were not receiving the correct number of issues. Of these, 79% did not check with their National Representative or the NOMOTC Executive Office to resolve the issue.

Of 198 respondents, 64% correctly receive their NOMOTC's *Notebook* 4 times a year, as it is published. There were 26% of respondents who were unsure how many *Notebooks* they receive in a year. 79% receive one issue, but some respondents (3.6%) receive four or more. This is often due to belonging to more than one club and also being a National Worker. Professional affiliates also get more than one issue routinely.

When receiving an issue of NOMOTC's *Notebook*, 35% read it the day it arrives in the mail, with another 30% reading it within 1-2 days. Further, 27% read it within a week. Only 2% of respondents do not read their NOMOTC's *Notebook*.

When deciding which article to read first, 50% read the issue from front to back. Another 30% will randomly leaf through the issue and read something that might catch their interest. 8% are looking for a specific column, such as Single Parent or Higher Order Multiples. Only 3% check the table of contents, and 3% look for articles that are mentioned on the cover.

The majority of respondents (58%) spend about 10-30 minutes reading NOMOTC's *Notebook* in one sitting. 22% spend less than 10 minutes at a time and 12% spend up to an hour. 9% read through the entire magazine, regardless of the amount of time it would take. These readers constitute 25% of the respondents, while 44% will read "most" of an issue and 28% read "some" of an issue.

After reading an issue, 51% will come back to read again about 1-3 times while 41% will only look at an issue once. A minority of respondents, 7.4%, will read an issue more than three times. When respondents are finished with an issue, 38% will dispose of it, while 29% save all their issues. 14% of respondents save issues that have items of special interest. Local clubs receive issues to give to new members from 9% of respondents and 7% forward them on to friends or relatives. Only 2% bring them to doctors' offices.

As for items that generate the most interest, 58% of the time it is the feature article, 50% of the time it is research articles and studies, and 47% of the time the cover story. Next most read is Member Club Spotlight and Support Services at 44% each, followed by “read cover to cover” at 38%. The President’s Column and convention related articles were tied at 31% each.

A majority of 54% agree that the cover is generally appealing and inspires them to read their NOMOTC’s *Notebook*. 33% were neutral, and 13% would disagree or strongly disagree that the cover makes them want to read more. As for photos, 80% would agree that photos enhance the articles and features when they are included, with 9% disagreeing with that.

The layout of NOMOTC’s *Notebook* was felt to be attractive and easy to read by 58% of respondents, with 18% disagreeing. Nearly a quarter of the respondents were neutral regarding the layout. The font size was agreeable to 58% of respondents.

Regarding specific features and columns, the President’s Column is felt to give a good overview of NOMOTC goals, activities and events by 64%, with 32% feeling neutral on this topic. The Member Club Spotlight is helpful for getting ideas about club activities for 74% of respondents. 80% of respondents find the Feature Articles interesting, with 15% neutral about them. Book reviews are interesting to 54%, while the following research articles are commonly found interesting: 73% each for Research Interpretations and Research Studies in Review; 79% for Research Survey Updates. Preview and highlight information about Convention is felt to be a good overview of an upcoming convention by 69% of respondents while 28% were neutral on this issue.

The support services articles are often felt to be helpful. The Single Parent Column is felt to be helpful by 44%, with 52% feeling neutral about its helpfulness. More respondents (60%) feel that the Special Needs Column is helpful, with 37% neutral about that topic. The Higher Order Multiples Column garnered a vote of 54% of respondents feeling it is helpful; 44% feel neutral on that topic. The Bereavement column is helpful to 62%.

Advertisements help to defray the cost of printing NOMOTC’s *Notebook* and 74% of respondents do read the advertisements. However, 89% of respondents never purchase an item advertised in the *Notebook*.

Respondents were split, 46% yes vs. 54% no on whether they would read NOMOTC’s *Notebook* online in the Member’s Only section if that option were available to them.

The Education Department is constantly striving to improve NOMOTC’s *Notebook* for our members. 56 respondents shared comments about NOMOTC’s *Notebook*, and these were all shared with the Education Department. In this way, they can respond to members concerns and improve their services in order to bring members the best, most helpful and most relevant publication on multiple birth children in the country. They would like to thank all who participated in the survey.