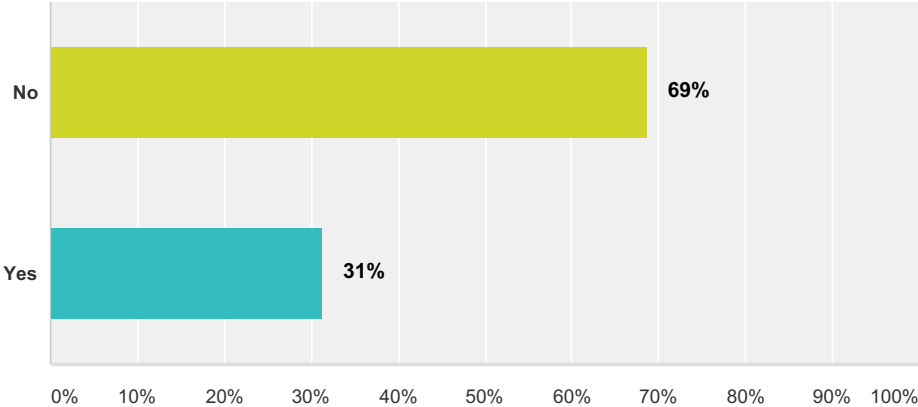


Q1 In the past two years, has your magazine participated in a paid intern program?

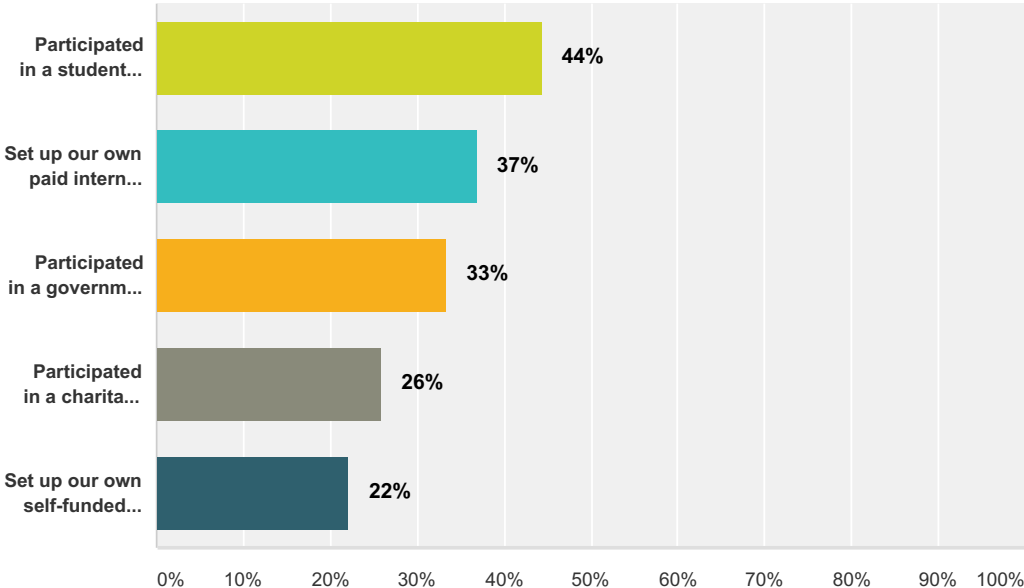
Answered: 86 Skipped: 0



Answer Choices	Responses	
No	69%	59
Yes	31%	27
Total		86

Q2 What was the nature of the paid intern program? (Please check all that apply.)

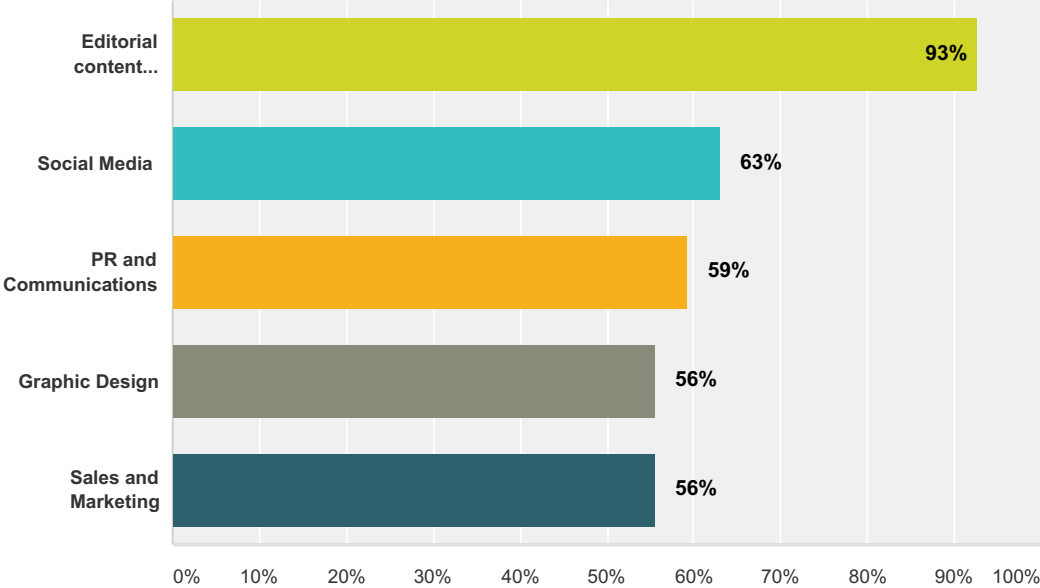
Answered: 27 Skipped: 59



Answer Choices	Responses	
Participated in a student work placement program offered by a college or university as an educational requirement and paid the student for work done during the placement	44%	12
Set up our own paid intern program with funding provided by specific grants or donations	37%	10
Participated in a government or agency-funded youth employment program	33%	9
Participated in a charitable or non-profit organization-funded employment program	26%	7
Set up our own self-funded paid intern program	22%	6
Total Respondents: 27		

Q3 In which functional areas of your operations have paid interns worked? (Please check all that apply.)

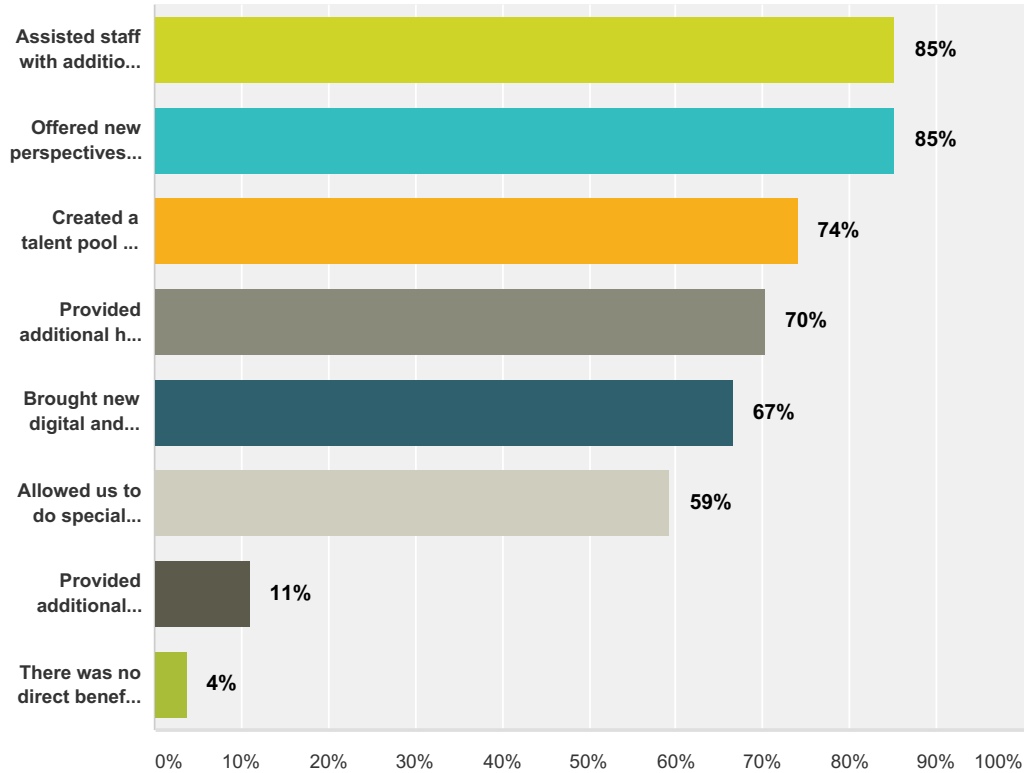
Answered: 27 Skipped: 59



Answer Choices	Responses
Editorial content development (both print and digital)	93% 25
Social Media	63% 17
PR and Communications	59% 16
Graphic Design	56% 15
Sales and Marketing	56% 15
Total Respondents: 27	

**Q4 In what ways, if any, has your magazine benefited from a paid intern program?
(Please check all that apply.)**

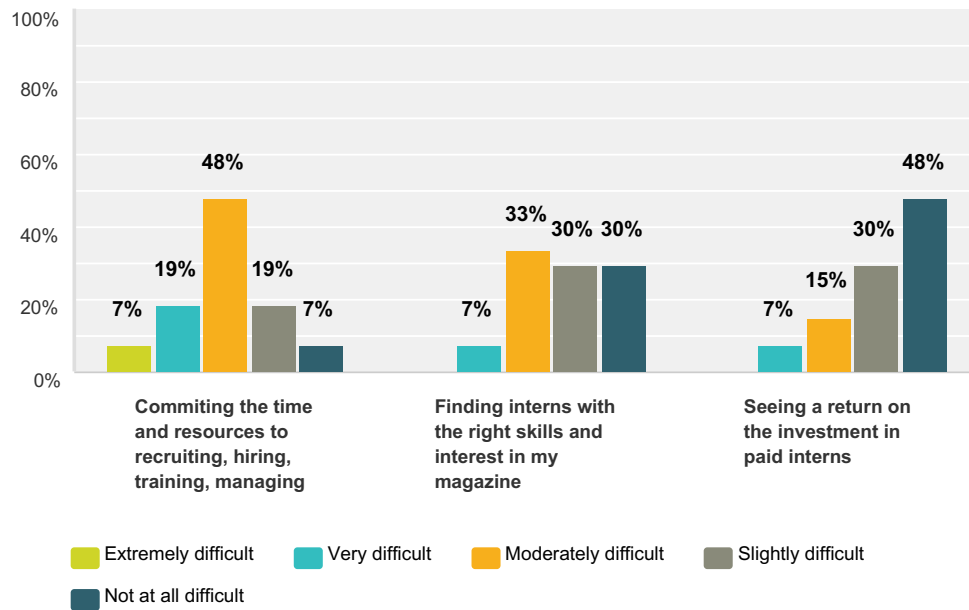
Answered: 27 Skipped: 59



Answer Choices	Responses
Assisted staff with additional help during busy periods	85% 23
Offered new perspectives, ideas and energy	85% 23
Created a talent pool to draw on for job openings or freelance commissions	74% 20
Provided additional help to complete essential day-to-day tasks	70% 19
Brought new digital and social media skills to the magazine	67% 18
Allowed us to do special projects which we would otherwise be unable to do	59% 16
Provided additional people to cover for vacation absences	11% 3
There was no direct benefit to having a paid intern	4% 1
Total Respondents: 27	

Q5 How difficult did you find the following aspects of your paid intern program?

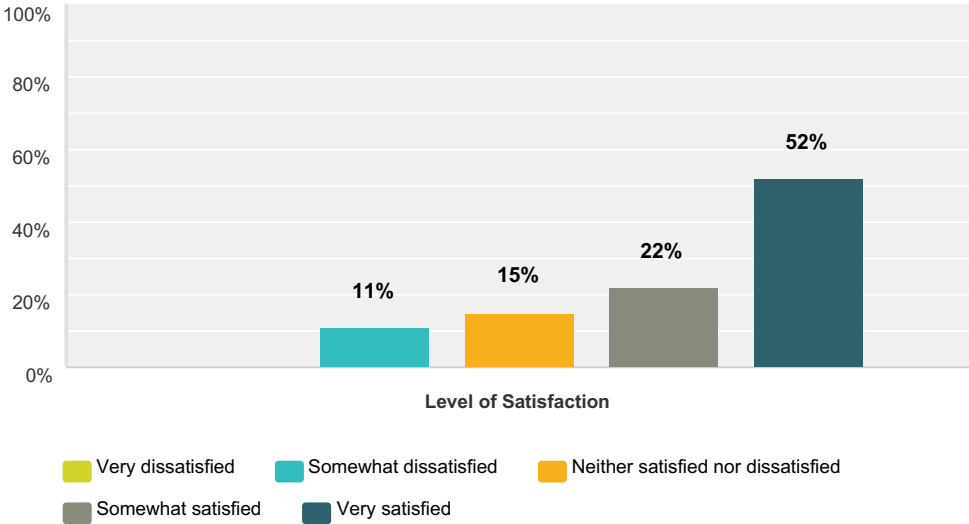
Answered: 27 Skipped: 59



	Extremely difficult	Very difficult	Moderately difficult	Slightly difficult	Not at all difficult	Total	Weighted Average
Committing the time and resources to recruiting, hiring, training, managing	7% 2	19% 5	48% 13	19% 5	7% 2	27	3.00
Finding interns with the right skills and interest in my magazine	0% 0	7% 2	33% 9	30% 8	30% 8	27	3.81
Seeing a return on the investment in paid interns	0% 0	7% 2	15% 4	30% 8	48% 13	27	4.19

Q6 Overall, how would you rate your level of satisfaction with your paid intern program?

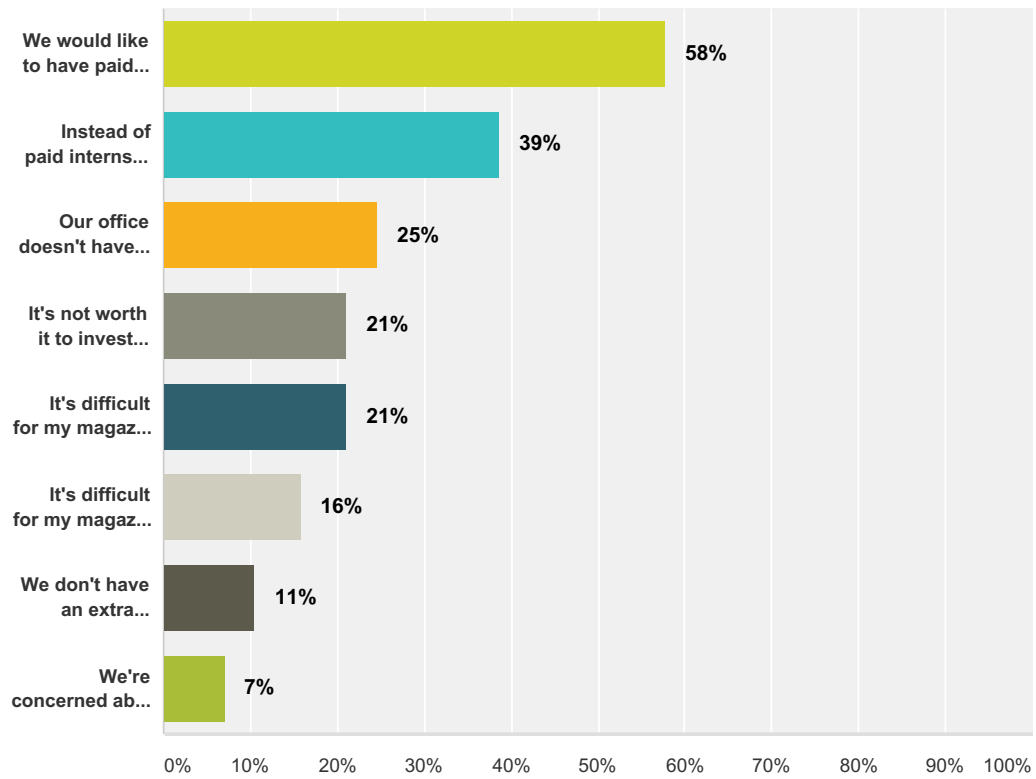
Answered: 27 Skipped: 59



	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	Total	Weighted Average
Level of Satisfaction	0% 0	11% 3	15% 4	22% 6	52% 14	27	4.15

Q7 If you answered "No", why not? (Please check all that apply.)

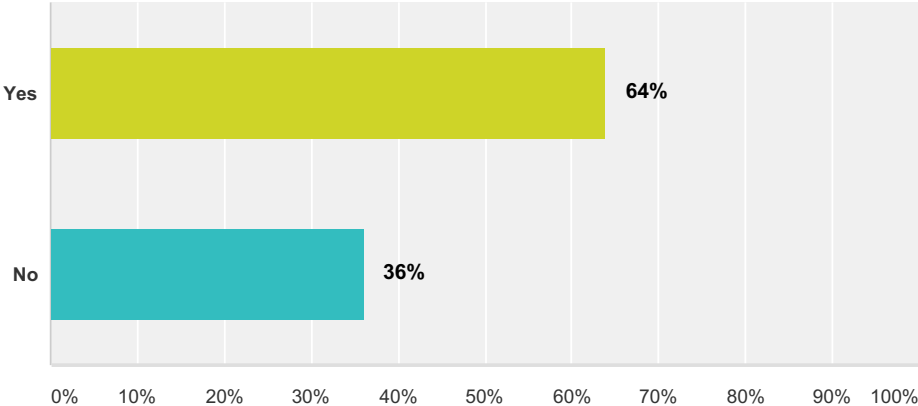
Answered: 57 Skipped: 29



Answer Choices	Responses
We would like to have paid interns, but can't afford it	58% 33
Instead of paid interns, we accept unpaid student interns as part of their educational work placement program	39% 22
Our office doesn't have the physical space for an intern	25% 14
It's not worth it to invest our limited time and people resources to recruit, hire, train and manage interns	21% 12
It's difficult for my magazine to find interns with the right skills and interest in the content	21% 12
It's difficult for my magazine to find qualified interns in my geographic area	16% 9
We don't have an extra computer for an intern	11% 6
We're concerned about additional insurance and workers' compensation requirements	7% 4
Total Respondents: 57	

Q8 Has your magazine ever hired someone who had previously interned with you, either as a paid intern or unpaid student intern participating in an educational work placement program?

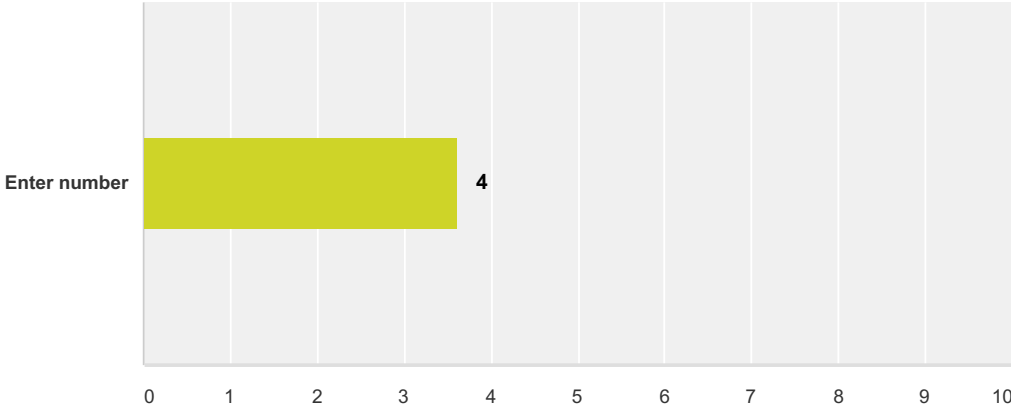
Answered: 83 Skipped: 3



Answer Choices	Responses	
Yes	64%	53
No	36%	30
Total		83

Q9 In the past 5 years, approximately how many former interns has your magazine hired? (For multi-title publishers, please indicate how many former interns your company has hired.)

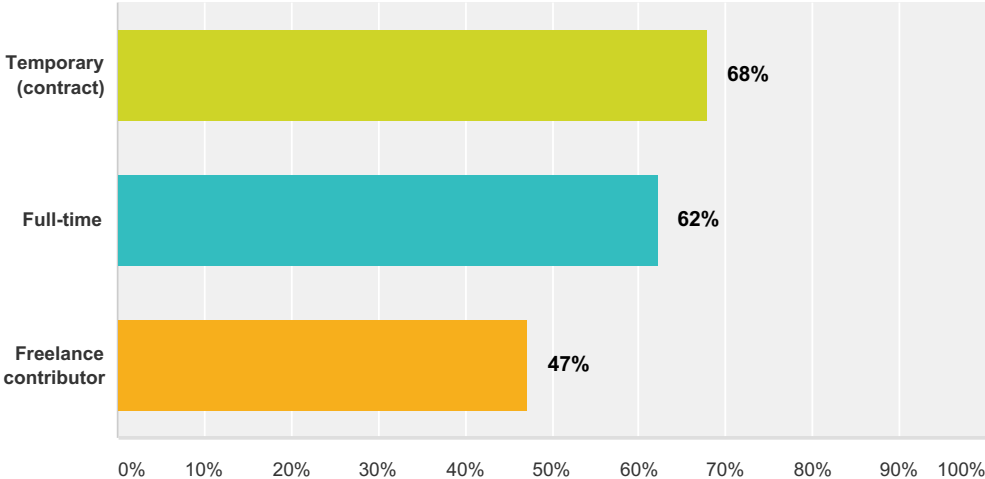
Answered: 51 Skipped: 35



Answer Choices	Average Number	Total Number	Responses
Enter number	4	184	51
Total Respondents: 51			

**Q10 In which of the following roles has your magazine or company hired former interns?
(Please check all that apply.)**

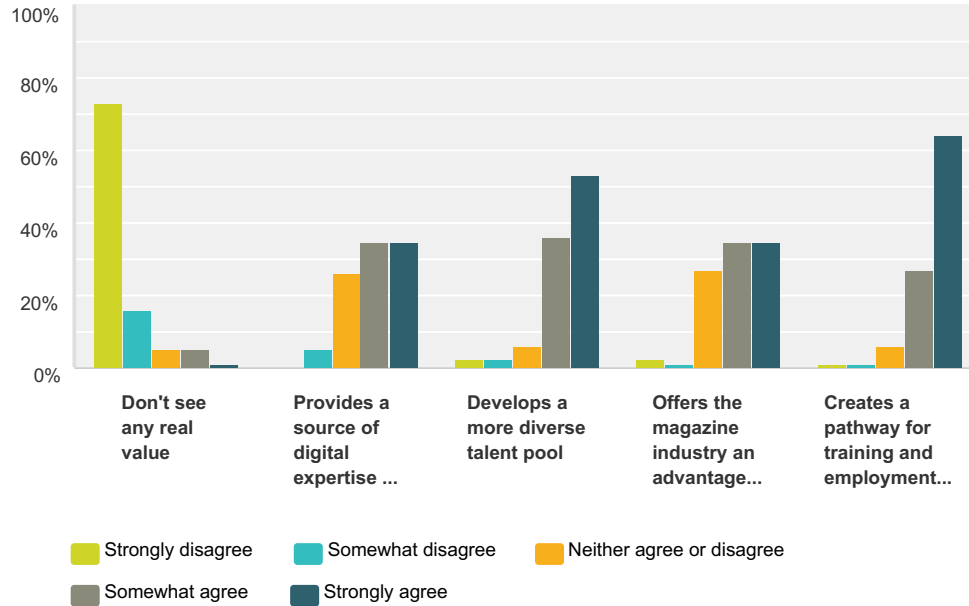
Answered: 53 Skipped: 33



Answer Choices	Responses
Temporary (contract)	68% 36
Full-time	62% 33
Freelance contributor	47% 25
Total Respondents: 53	

Q11 In your opinion, what is the value, if any, to the magazine sector of an industry paid intern program? (Please rate your level of agreement with each statement.)

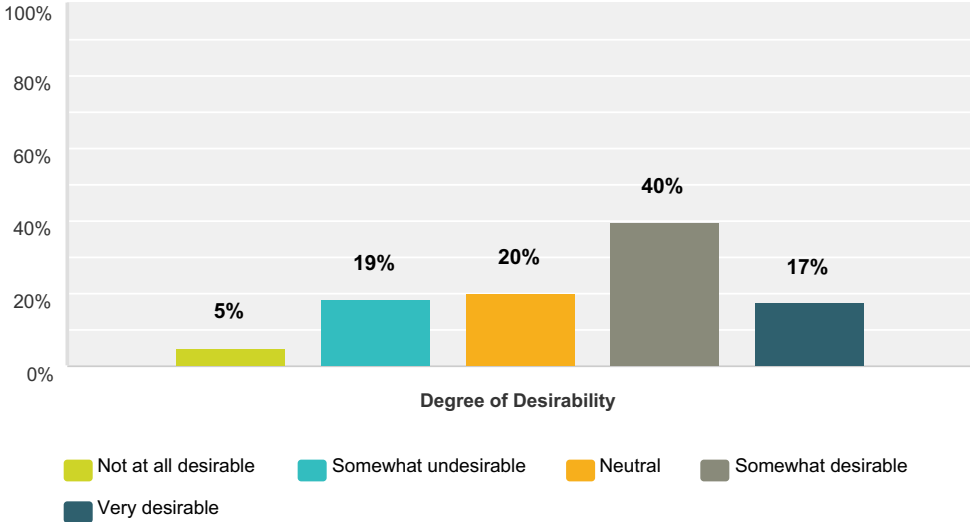
Answered: 81 Skipped: 5



	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Total	Weighted Average
Don't see any real value	73% 59	16% 13	5% 4	5% 4	1% 1	81	1.46
Provides a source of digital expertise and innovation	0% 0	5% 4	26% 21	35% 28	35% 28	81	3.99
Develops a more diverse talent pool	2% 2	2% 2	6% 5	36% 29	53% 43	81	4.35
Offers the magazine industry an advantage when competing for talent with other sectors	2% 2	1% 1	27% 22	35% 28	35% 28	81	3.98
Creates a pathway for training and employment in a tough job market	1% 1	1% 1	6% 5	27% 22	64% 52	81	4.52

Q12 Please select the rating that best describes how desirable this co-funding model would be for your magazine.

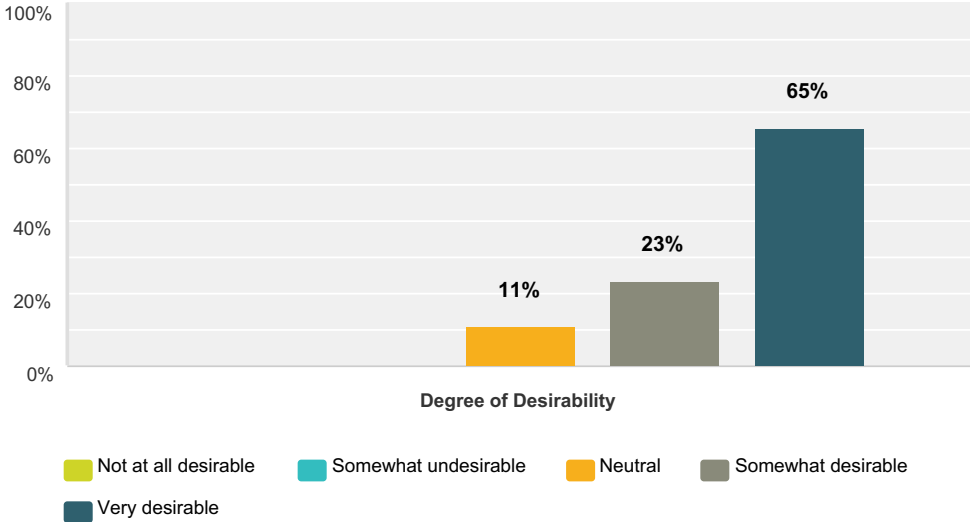
Answered: 81 Skipped: 5



	Not at all desirable	Somewhat undesirable	Neutral	Somewhat desirable	Very desirable	Total	Weighted Average
Degree of Desirability	5% 4	19% 15	20% 16	40% 32	17% 14	81	3.46

Q13 Please select the rating that best describes how desirable this grant model would be for your magazine.

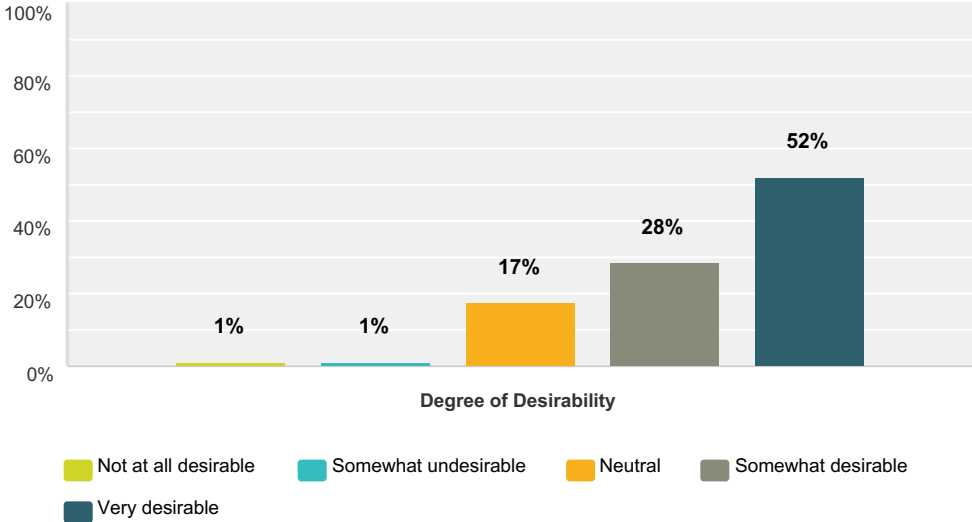
Answered: 81 Skipped: 5



	Not at all desirable	Somewhat undesirable	Neutral	Somewhat desirable	Very desirable	Total	Weighted Average
Degree of Desirability	0% 0	0% 0	11% 9	23% 19	65% 53	81	4.54

Q14 Please select the rating that best describes how desirable this program model would be for your magazine.

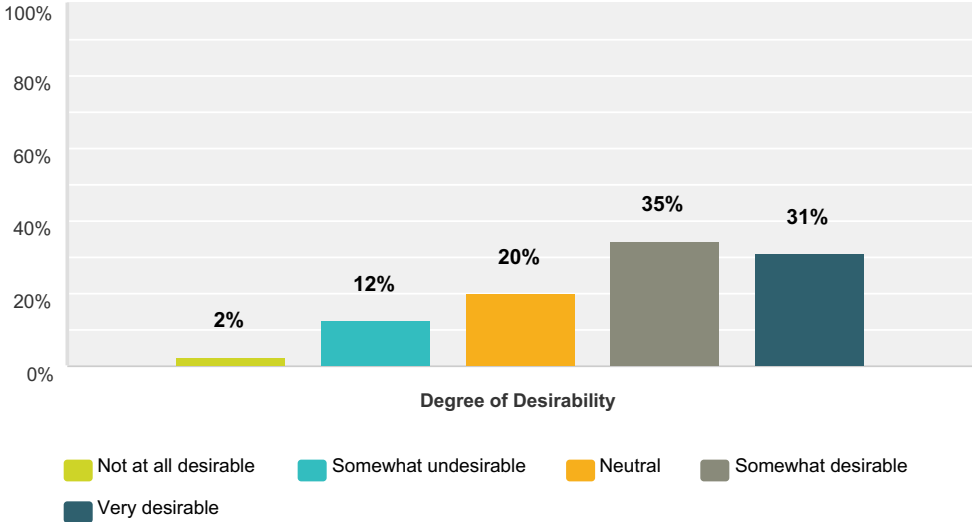
Answered: 81 Skipped: 5



	Not at all desirable	Somewhat undesirable	Neutral	Somewhat desirable	Very desirable	Total	Weighted Average
Degree of Desirability	1% 1	1% 1	17% 14	28% 23	52% 42	81	4.28

Q15 Please select the rating that best describes how desirable this program model would be for your magazine.

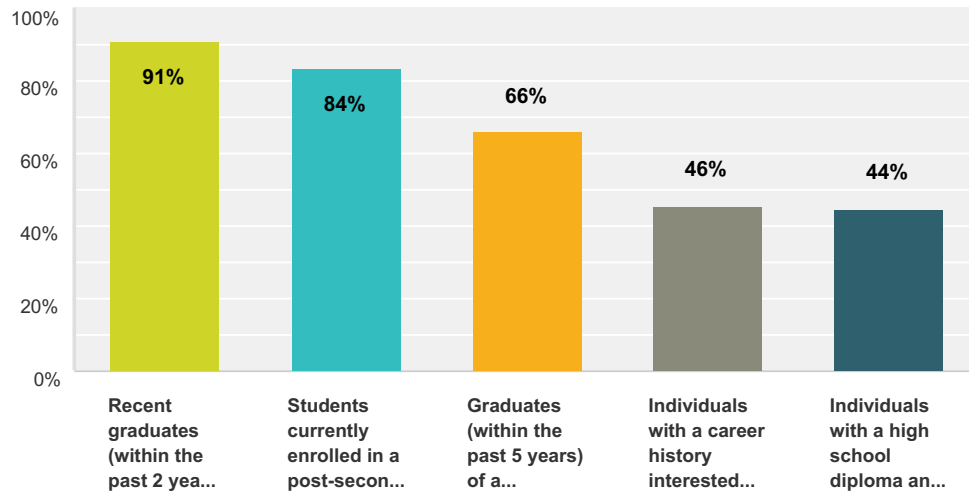
Answered: 81 Skipped: 5



	Not at all desirable	Somewhat undesirable	Neutral	Somewhat desirable	Very desirable	Total	Weighted Average
Degree of Desirability	2% 2	12% 10	20% 16	35% 28	31% 25	81	3.79

Q16 In your opinion, who should be eligible to apply for a paid internship in this program? (Please check all that apply.)

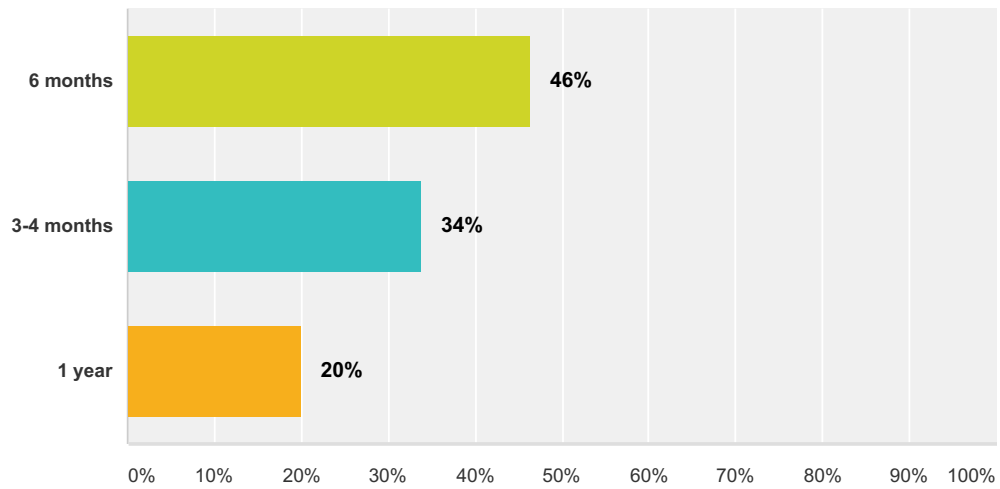
Answered: 79 Skipped: 7



Answer Choices	Responses	
Recent graduates (within the past 2 years) of a post-secondary institution	91%	72
Students currently enrolled in a post-secondary institution	84%	66
Graduates (within the past 5 years) of a post-secondary institution	66%	52
Individuals with a career history interested in changing careers	46%	36
Individuals with a high school diploma and demonstrated interest, aptitude and transferable skills	44%	35
Total Respondents: 79		

Q17 In your opinion, what is the ideal length of a paid internship in this program?

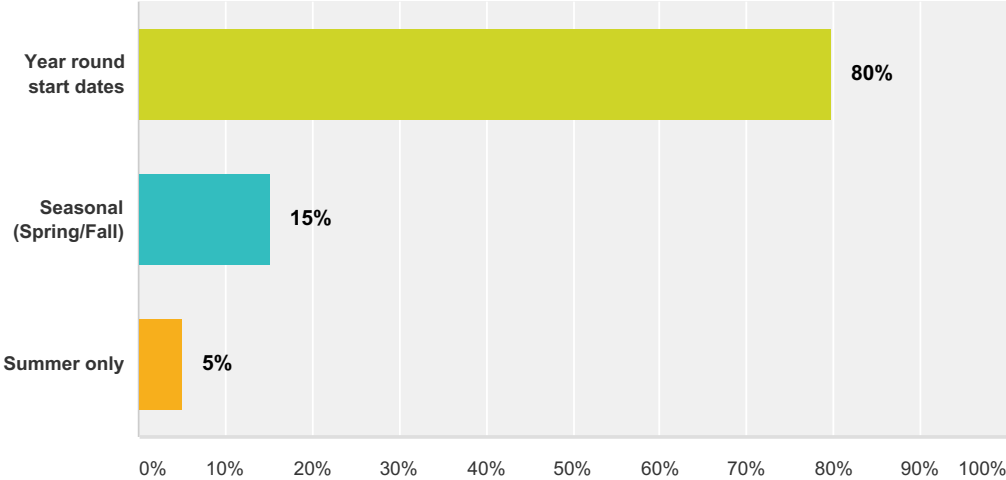
Answered: 80 Skipped: 6



Answer Choices	Responses
6 months	46% 37
3-4 months	34% 27
1 year	20% 16
Total	80

Q18 In your opinion, what is the best time of year for this program to run?

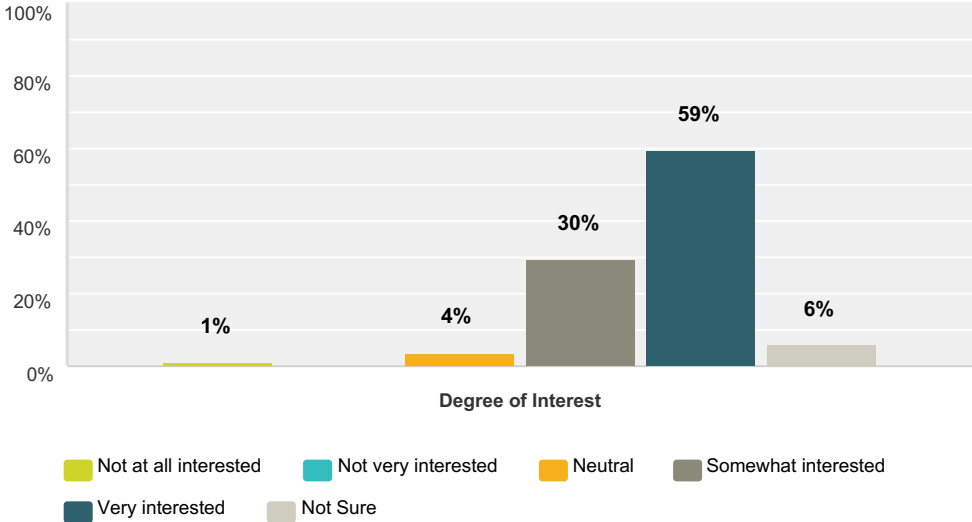
Answered: 79 Skipped: 7



Answer Choices	Responses
Year round start dates	80% 63
Seasonal (Spring/Fall)	15% 12
Summer only	5% 4
Total	79

Q19 How interested would your magazine be in participating in a magazine industry paid intern program?

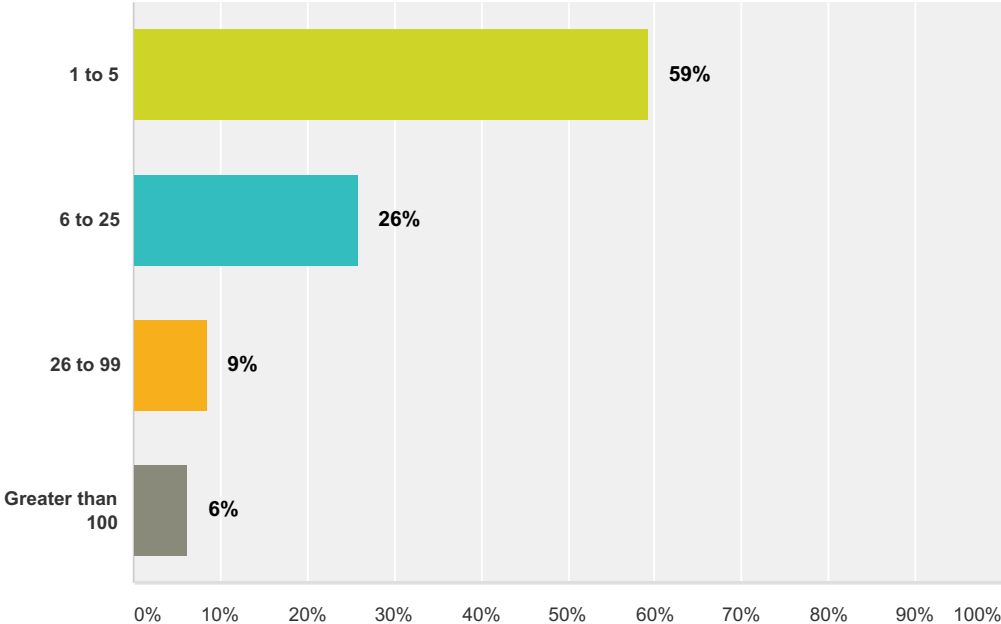
Answered: 81 Skipped: 5



	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested	Not Sure	Total	Weighted Average
Degree of Interest	1% 1	0% 0	4% 3	30% 24	59% 48	6% 5	81	4.55

Q20 In total, how many full-time and part-time people are employed by your publishing organization? (Please calculate part-time staff in terms of full-time equivalents.)

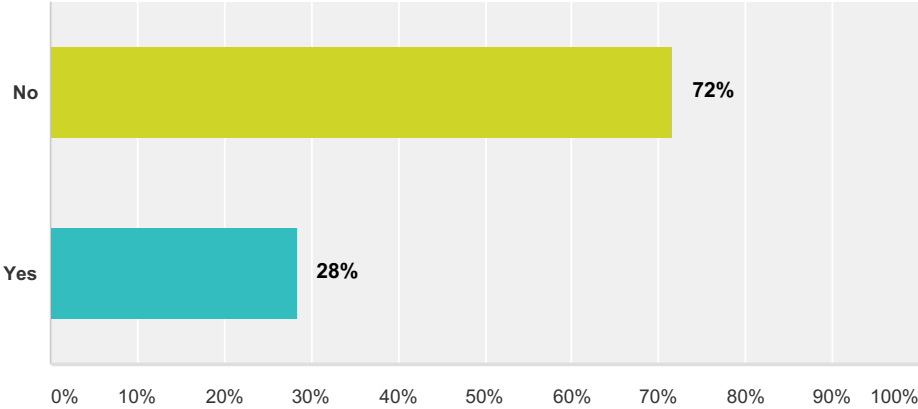
Answered: 81 Skipped: 5



Answer Choices	Responses	
1 to 5	59%	48
6 to 25	26%	21
26 to 99	9%	7
Greater than 100	6%	5
Total		81

Q21 Does your organization publish more than one magazine title?

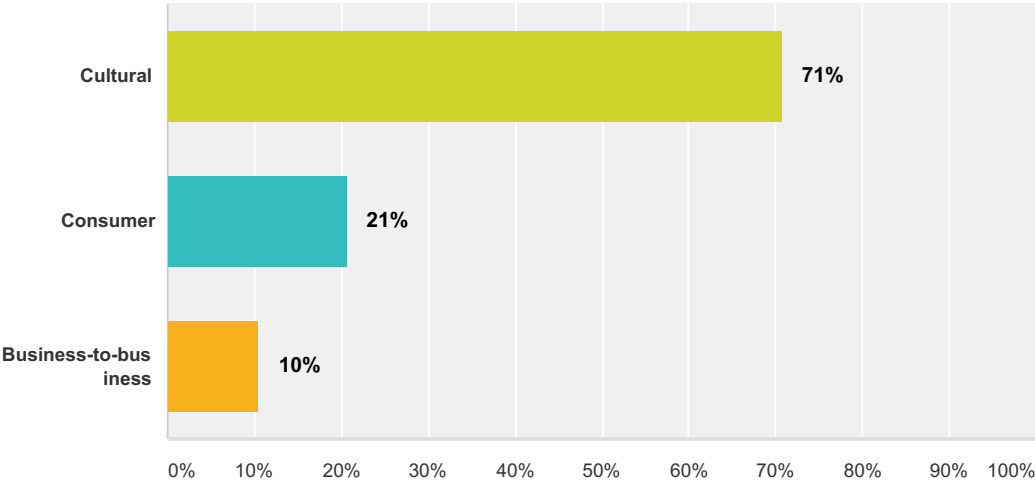
Answered: 81 Skipped: 5



Answer Choices	Responses	
No	72%	58
Yes	28%	23
Total		81

Q22 Which of the following magazine categories best describes your magazine?

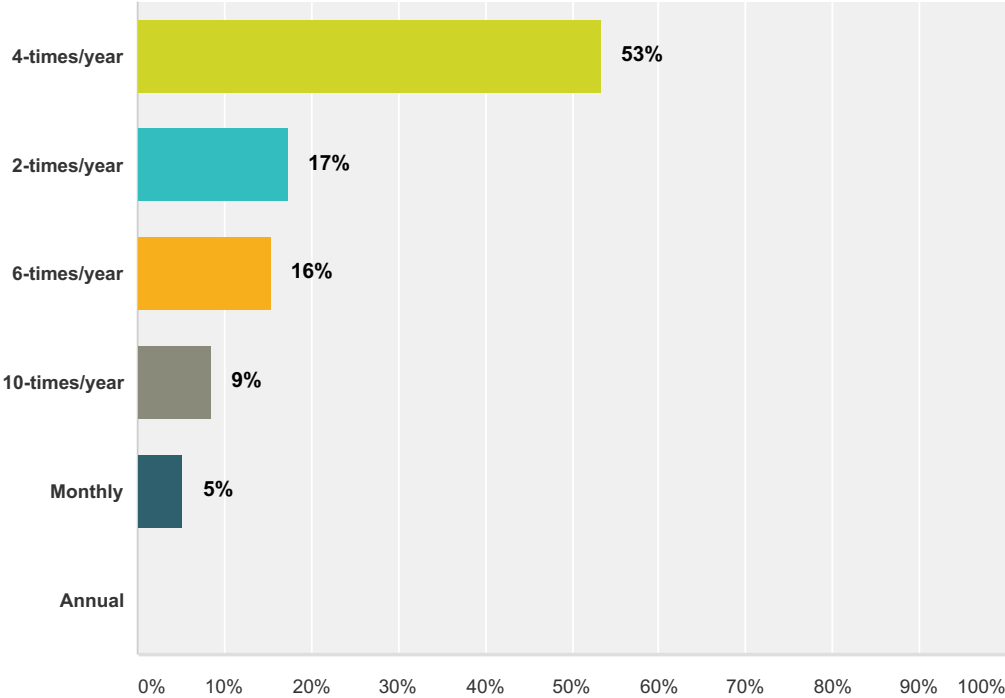
Answered: 58 Skipped: 28



Answer Choices	Responses
Cultural	71% 41
Consumer	21% 12
Business-to-business	10% 6
Total Respondents: 58	

Q23 What is the publishing frequency of your print magazine?

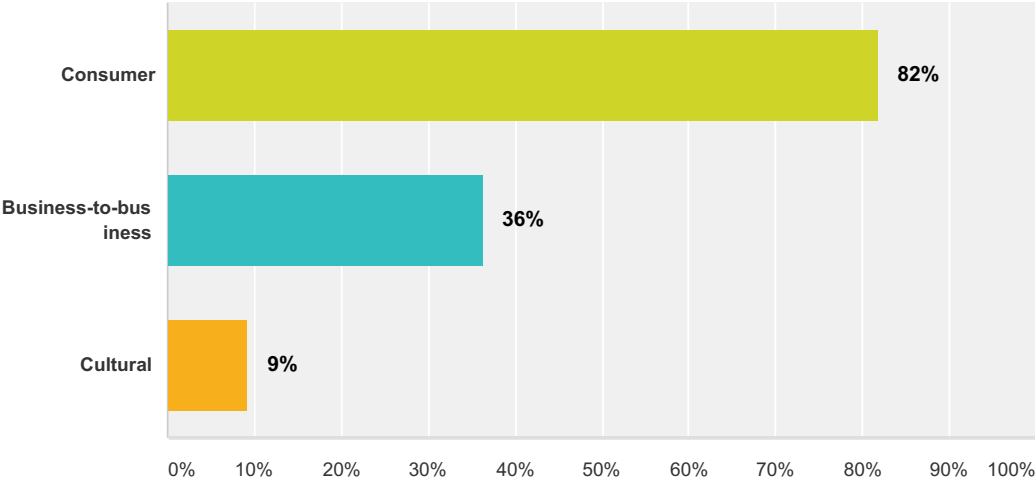
Answered: 58 Skipped: 28



Answer Choices	Responses	
4-times/year	53%	31
2-times/year	17%	10
6-times/year	16%	9
10-times/year	9%	5
Monthly	5%	3
Annual	0%	0
Total		58

Q24 Which of the following magazine categories best describes your company's magazines? (Please check all that apply.)

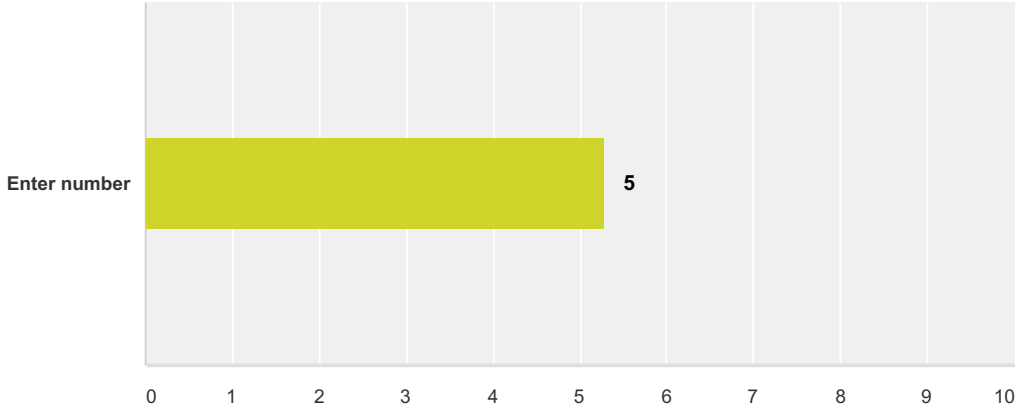
Answered: 22 Skipped: 64



Answer Choices	Responses
Consumer	82% 18
Business-to-business	36% 8
Cultural	9% 2
Total Respondents: 22	

Q25 How many of your company's magazine titles are members of Magazines Canada?

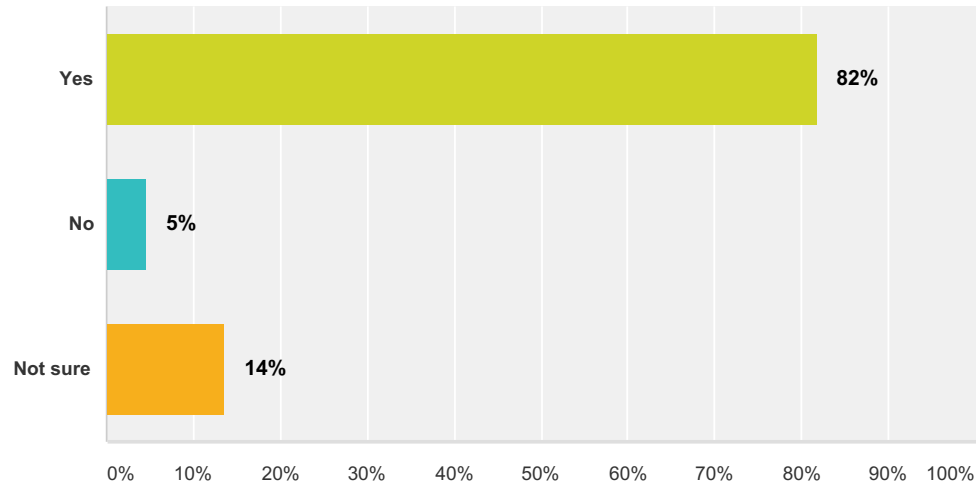
Answered: 22 Skipped: 64



Answer Choices	Average Number	Total Number	Responses
Enter number	5	116	22
Total Respondents: 22			

Q26 Please indicate below if your completed survey can be counted as representing all of your titles which are members of Magazines Canada.

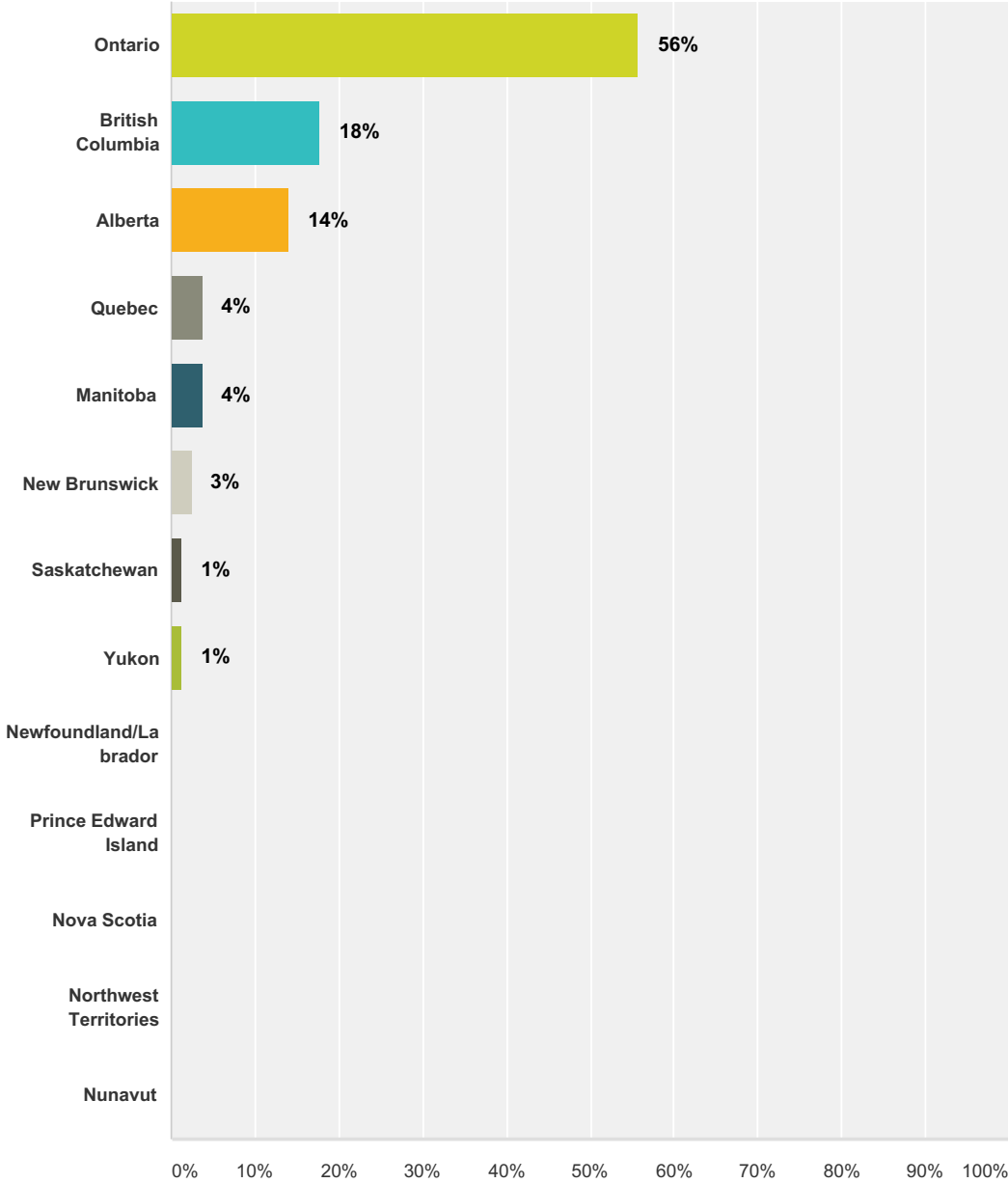
Answered: 22 Skipped: 64



Answer Choices	Responses	
Yes	82%	18
No	5%	1
Not sure	14%	3
Total		22

Q27 In which province or territory is your publishing operation primarily based?

Answered: 79 Skipped: 7



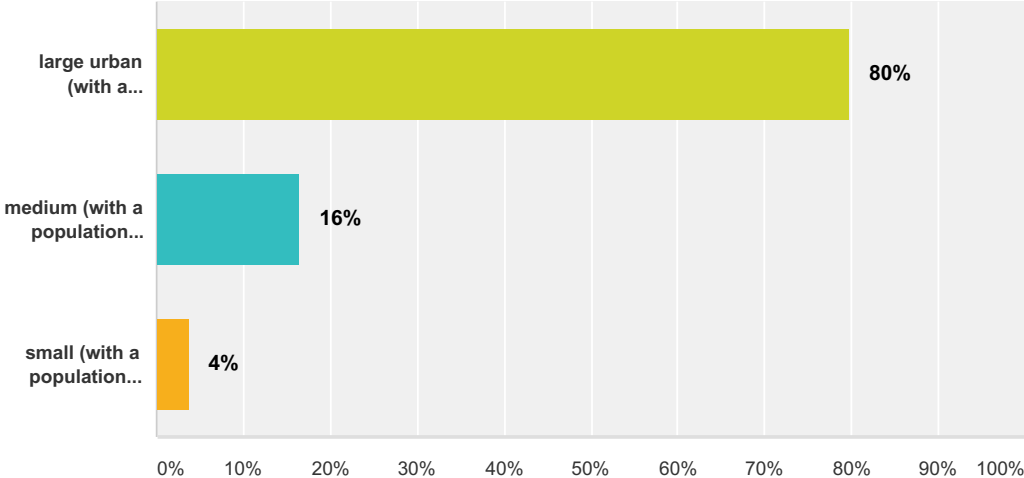
Answer Choices	Responses	Count
Ontario	56%	44
British Columbia	18%	14
Alberta	14%	11
Quebec	4%	3
Manitoba	4%	3

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New Brunswick	3%	2
Saskatchewan	1%	1
Yukon	1%	1
Newfoundland/Labrador	0%	0
Prince Edward Island	0%	0
Nova Scotia	0%	0
Northwest Territories	0%	0
Nunavut	0%	0
Total		79

Q28 What is the size of the population centre where your organization is based?

Answered: 79 Skipped: 7



Answer Choices	Responses
large urban (with a population of 100,000 or more)	80% 63
medium (with a population between 30,000 and 99,999)	16% 13
small (with a population between 1,000 and 29,999)	4% 3
Total	79

Q29 Do you have any other comments that you'd like to add?

Answered: 21 Skipped: 65

Q30 Please provide your email address if you'd like to enter the draw for a MagNet Day Pass. (Optional)

Answered: 47 Skipped: 39

Answer Choices	Responses	
Email Address	100%	47