

ASPIRE Readership Survey Results

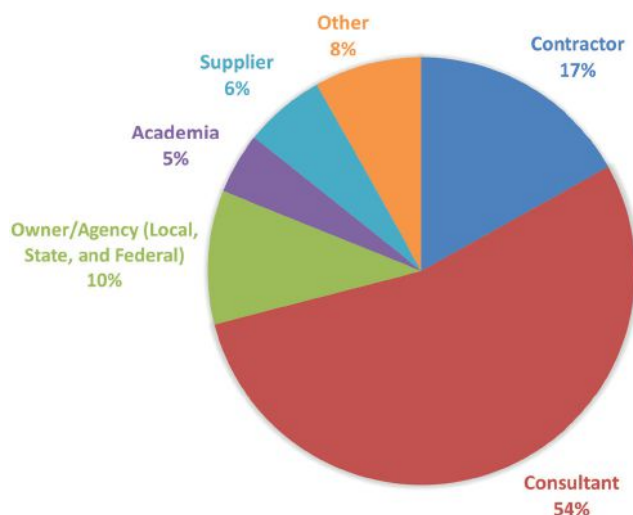
by Angela Tremblay

The *ASPIRE*® team is enthusiastic about providing interesting and relevant content to inform our readers of new technologies, materials, and methods within the concrete bridge industry, and to help our readers learn and grow in their careers. To that end, we are always looking for ways to improve and remain a valued resource for you, our readers. In Fall 2022, we presented the *ASPIRE* readership survey to solicit feedback, understand the strengths and weaknesses of our publication, and look for fresh ideas within our community. The results are in, and they provide a snapshot of where we stand and great ideas for the future.

Survey Results Summary

We received 455 responses to our 11-question survey. The respondents included a broad spectrum of contractors, owners, consultants, suppliers, students, and professors, with consultants representing more than half of the participant pool (Fig. 1).

Figure 1. Survey-respondent representation.



The value of the magazine’s content is reflected by how often readers access and share articles. The following statistics reveal some of our readership data:

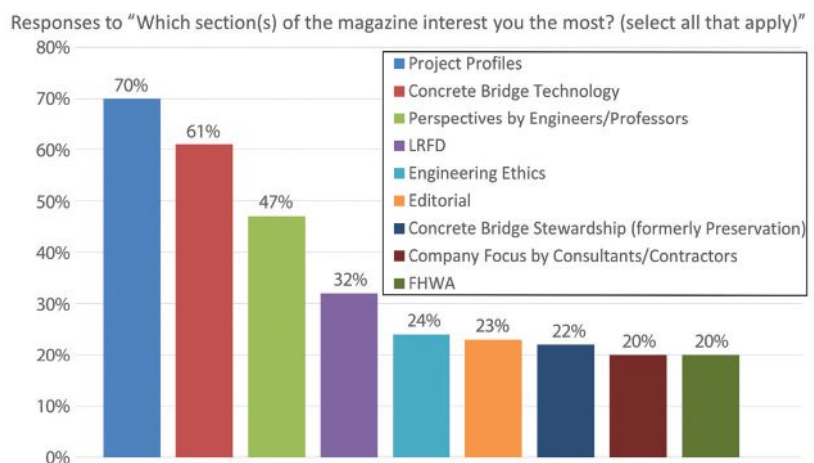
- More than 3 out of 4 participants (77%) read most or every issue of *ASPIRE*.
- About 45% of the respondents have been reading *ASPIRE* for more than five years.
- Nearly 20% of the respondents joined our readership in the past year.
- Over 70% of the survey group share articles with peers or colleagues.
- 37% of the survey respondents enjoy reading a hard copy of our magazine, showing that while digital access is increasing, printed materials still have significant value.
- 76% of the respondents rated the value of *ASPIRE* as 7 or greater on a scale of 1 to 10.

Interesting Feedback

The *ASPIRE* team was especially interested to learn what readers enjoy most about the magazine and what new content and improvements they would like to see. **Figures 2 and 3** show the features and content that the survey respondents like best. Project and Concrete Bridge Technology articles are especially popular. Readers also value ideas that they can apply to their projects and clear explanations that further their understanding of the latest advancements in the concrete bridge industry.


In addition to the multiple-choice questions in the survey, there was an opportunity to provide a free-form answer to the question “What does *ASPIRE* not currently offer that you would like to see, or additional topics you think the magazine should cover?” Some recurring suggestions and intriguing ideas from the survey results included:

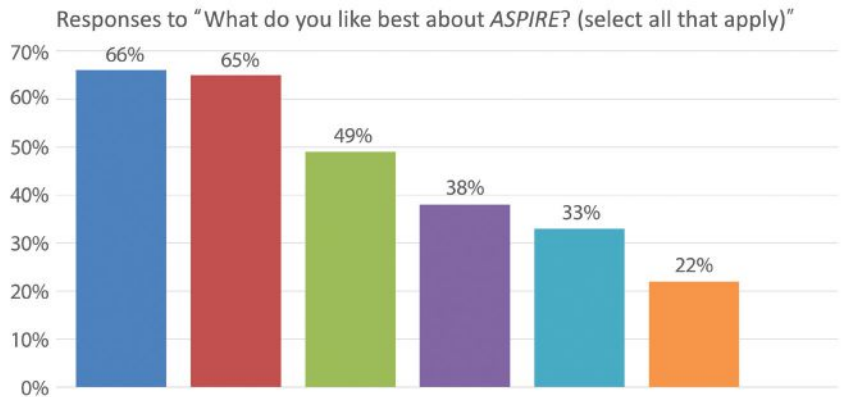
Figure 2. The survey results show which sections of *ASPIRE*® readers find most interesting.



- design resources and calculations,
- lessons learned,
- bridge photos and details,
- concrete material science and sustainability,
- repair and rehabilitation procedures, and
- more Project articles, on projects of all sizes.

What's Next?

Our team has started working on new features and formats to better serve you—our readers—and the broader concrete bridge industry. We welcome your continued feedback through our website (www.aspirebridge.com), where you can also find links to our social media accounts, or via email at info@aspirebridge.org. Thank you again to all the survey respondents for their valuable input. 



- Helps provide an understanding of the latest advancements in the concrete bridge industry
- Provides articles with ideas that can be applied to my projects
- Provides summary explanations of the latest research
- Gives a preview of AASHTO updates and FHWA initiatives
- Provides articles about business trends and career development that are relevant to my work
- Offers ads for products or projects that draw my interest and I can click on their website link

Figure 3. Survey responses provide a snapshot of what readers like best about ASPIRE®.



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