

Editor's Note

Survey Says...



Stephanie Ganey Photography

In the August issue of *STREAMLINES*, we posted a survey link with 20 questions about your *SWIMMER* reading habits. We wanted to know which departments and columns you read regularly to help us determine which ones might need to be updated or discontinued.

Actually, we wanted to know lots of things, such as: Do you like historical articles? Do you like profiles about members who swim fast or ones who have interesting lives outside the pool, or both, or neither? Do you prefer reading *SWIMMER* online or on paper? (Overwhelmingly, the latter.) How does *SWIMMER* compare to other magazines you read? (Seventy-five percent say as good as or better.)

Nearly 84 percent of you responded that you read every issue and nearly 12 percent read most issues. About 80 percent of you agree that *SWIMMER* strengthens your connection to swimming. Technique, training, and science and health features are the most read and most desired articles.

Near the end of the survey, we asked some open-ended questions about your likes and dislikes, as well as what you'd like to see changed—this was your chance to sound off on anything and everything about the magazine.

Some of the findings were expected; some were a surprise. All the data will be used to help us plan future issues. As a group, your range of interests and goals means that meeting everyone's desires in every issue is unlikely, but it's a challenge we relish and commit to every day.

The majority of the responses were positive—When asked what you'd like to see changed, many of you answered “nothing” or “12 issues instead of six!” That answer triggered audible gasps from our small but dedicated magazine staff, but we felt an immense sense of gratitude and honor that we're able to produce something that our readers want more of.

But not everyone is happy with the magazine, and we appreciate the constructive criticism we received. It will help us become a better publication. To our relief, only a tiny few of the responses would be appropriate for the “Mean Tweets” skit on “Jimmy Kimmel Live.”

Thanks to all of you who took the time to share your thoughts and suggestions. Thank you for your ongoing support and for helping us to continue making improvements to *SWIMMER*—this is your magazine and we want you to love it as much as we love working on it.

As always, you can contact me directly with your feedback at editor@usms.org.

Laura Hamel, Editor-in-Chief

SWIMMER

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Outside

ON THE COVER

Danielle Chance of the Sarasota Y Sharks demonstrates freestyle and backstroke breakouts in the technique feature (page 24) by Coach Scott Bay, photographed by Peter H. Bick.

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