Dear Reader: Please help us carry out our mission of producing the best progressive economics magazine we can. By filling out this anonymous survey, you will provide us with valuable input that will help us to serve you better and strengthen the publication. We appreciate your support and assistance.

GENERAL MAGAZINE QUESTIONS
1. How did you first hear about D&S? ________________________
   _________________________________________________________

2. How long have you been reading D&S? _________________

3. What other magazines do you read? ___________________
   _________________________________________________________
   _________________________________________________________
   _________________________________________________________

4. Excluding D&S, what is your favorite magazine?
   _________________________________________________________

5. Do you usually share D&S with other people?
   __Yes __No.    How many? __1 __2 __3 __ 4 or more.

6. How do you get your copy of D&S?
   __ subscription at home
   __ subscription at work
   __ newsstand purchase (name and location ________________)
   __ other (please specify _______________________________)

7. How much time do you typically spend reading an issue of D&S?
   _________________________________________________________

8. Do you save your issues of D&S for future reference?
   __ always __usually __sometimes __rarely __never.

9. Have you ever bought a gift subscription? __Yes __No.

10. Have you ever donated money to D&S? __Yes __No.

11. Would you be willing to donate money for a specific purpose, for example, to sponsor a subscription for a prisoner or library? __Yes __No.

12. Would you be interested in an electronic version of D&S (via the web)? __Yes __No.

13. Do you visit the D&S website <www.dollarsandsense.org>? 
   __Yes __No.    How often? __only once or twice  
   __ occasionally __ frequently (once a month or more).

14. Have you ever referred someone else to the D&S website?
   __Yes __No.

15. Are you involved in activism/organizing?
   __Yes __No.  What type? ____________________________

16. Do you share D&S with other activists? __Yes __No __N/A.

17. D&S publishes books such as Real World Globalization, 
    Introduction to Political Economy, and Current Economic Issues. Would you like to receive more information about D&S book(s)? __Yes __No.

CONTENT AND DESIGN
Please circle the number representing your feelings about the following statements. If no opinion, skip.
(1=strongly disagree, 2=disagree, 3=agree, 4=strongly agree)

The cover design is attractive 1 2 3 4
The non-glossy cover paper 1 2 3 4
The current layout makes the articles readable 1 2 3 4
The current layout is attractive 1 2 3 4
Feature articles are informative 1 2 3 4
Feature articles are well-written 1 2 3 4
Feature articles are easy to read 1 2 3 4
Feature articles are concise 1 2 3 4

(over)
**D&S READER SURVEY**

(From other side)

**Should D&S change any of the following? (Please circle)**

(1=reduce, 2=keep the same, 3=increase)

<table>
<thead>
<tr>
<th>Number of photographs</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size of photographs</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of Q &amp; A sections</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of regular columnists</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of international articles</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of domestic articles</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of cartoons</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Number of feature articles</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Length of feature articles</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Please list any topics that you think are not sufficiently covered in *D&S*:

________________________________________________________________________

________________________________________________________________________

Please circle the number indicating how often you read the following regular columns:

(1=Never, 2=Rarely, 3=Sometimes, 4=Usually, 5=Always)

<table>
<thead>
<tr>
<th>Column</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Short Run</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active Culture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making Sense</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ask Dr. Dollar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economy in Numbers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please list any comments about *D&S*’s regular columns:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

The thing I like most about *D&S* is: _____________________________

_______________________________________________________________________

The thing I like least about *D&S* is: _____________________________

_______________________________________________________________________

**TELL US ABOUT YOURSELF**

1. Sex: __female __male

2. Household income: __under $25,000 __$25,000-$34,999 __$35,000-$49,999 __$50,000-$80,000 __over $80,000.

3. Race/ethnicity: __Latino/a __African American __White __Asian __Multi-racial __Other (please specify ________________________)

4. Education (highest level completed): __high school __some college __bachelor’s degree __some grad school __graduate degree.

5. Age: __under 18 __18-25 __26-35 __36-45 __46-60 __over 60.

6. Occupation: ____________________________________________

7. I would describe myself as: (mark all that apply)

   __conservative __centrist __liberal __independent
   __green __leftist __social-democrat __feminist
   __radical __progressive __anarchist __socialist
   __marxist __other (specify ______________________)

8. On average, how many books do you buy per month? ______

9. Do you read any languages other than English? __Yes __No.
   If so, please list:

   ___________________________________________________________________

10. Would you like to see *D&S* content in this/these language(s)? __Yes __No __N/A.

11. Would you be interested in receiving email notification of events, news updates, etc.? __Yes __No.

12. Any other comments or suggestions?

   ___________________________________________________________________

   ___________________________________________________________________

   ___________________________________________________________________

   ___________________________________________________________________

Please return to:

*Reader Survey*

*Dollars & Sense*

740 Cambridge St.

Cambridge, MA 02141

THANK YOU!