

dollars&sense

READER SURVEY

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 |
| I like 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)

| | | | |
|----------------------------------|---|---|---|
| Number of photographs | 1 | 2 | 3 |
| Size of photographs | 1 | 2 | 3 |
| Number of Q & A sections | 1 | 2 | 3 |
| Number of regular columnists | 1 | 2 | 3 |
| Number of international articles | 1 | 2 | 3 |
| Number of domestic articles | 1 | 2 | 3 |
| Number of cartoons | 1 | 2 | 3 |
| Number of feature articles | 1 | 2 | 3 |
| Length of feature articles | 1 | 2 | 3 |

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)

| | | | | | |
|--------------------|---|---|---|---|---|
| The Short Run | 1 | 2 | 3 | 4 | 5 |
| Active Culture | 1 | 2 | 3 | 4 | 5 |
| Comment | 1 | 2 | 3 | 4 | 5 |
| Making Sense | 1 | 2 | 3 | 4 | 5 |
| In Review | 1 | 2 | 3 | 4 | 5 |
| Ask Dr. Dollar | 1 | 2 | 3 | 4 | 5 |
| Primer | 1 | 2 | 3 | 4 | 5 |
| Economy in Numbers | 1 | 2 | 3 | 4 | 5 |

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:

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Dollars & Sense
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Cambridge, MA 02141

THANK YOU!