

REZ BIZ readership Survey

In an effort to bring more value to our readers, we are conducting a survey to analysis the current readership viewpoints towards content, distribution, access, and quality. Your response will help us improve and better serve your needs. Please complete this survey and return to:

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REZ BIZ magazine

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This survey has 26 questions and should take about 5-10 mins

1. Age

- a. under 18
- b. 18-29
- c. 30-39
- d. 40-49
- e. 50 and over

2. Gender

- a. Male
- b. Female

3. Tribe

- a.

4. State

-

5. Highest educational attainment

- a. High school
- b. some college
- c. Associates
- d. Bachelor
- e. Masters/professional
- f. Ph.D.
- g. Who needs education?

6. Employment status

- a. employed with Business (tribal)
- b. employed with Business (non-Tribal)
- c. employed with Government (tribal)
- d. Employed with Government (non-tribal)

e. self employed f. Not employed g. Still in school h. don't care

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7. Income level per year

a. \$10,000 or less b. 10,000-30,000 c. 30,000-75,000 d. 75,000-150,000
e. 150,000 + f. \$0.00

8. Including yourself, how many people are in your household:

A, 1 ,2 ,3 ,4 ,5 ,6 ,7 ,8 , 9, 10

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9. How often do you read a newspaper, in print?

a. Daily b. once a week c. twice a week d. 3X a week e. Twice a month
g. don't read

10. Do you live on the moon?

a. Yes b. No

11. Besides myself, others that read REZ BIZ magazine are:

a. Children b. Parents c. Spouse d. Co-workers e. Friends g. neighbors

12. Where do you primarily get your copy of REZ BIZ magazine?

a. Internet b. Newspaper rack c. friend/ coworker d. library/school
e. economic development office

13. Where did you first hear of REZ BIZ magazine?

a. Friend/family/coworker b. Saw a printed copy c. Myspace d. Internet

14. Are you in business?

a. Yes b. No

15. Do you plan to start a business?

a. Yes b. No

16. Things that concern me are:

- a. Improving myself
- b. family
- c. my children
- d. future plans
- e. finances
- f. education

17. In the newspapers, I mainly read. (Hold Ctrl to select multiple options)

- a. News
- b. advertisements
- c. features
- d. Advertisements
- e. Religious/spiritual
- f. Editorials
- g. Opinion articles
- h. Women's columns
- i. Any other.
- j. don't care

18. I also read the following Native American newspapers

- a. Indian Country TODAY
- b. Native Times
- c. Native Voice
- d. Navajo Times
- e. News from Indian Country
- f. other
- g. Don't care

19. I became interested in REZ BIZ because:

- a. The cover
- b. word of mouth
- c. was just interest
- d. saw a person reading it
- f. read it at school/work
- g. People talking about it
- g. was never interested

20. Access to the Internet edition is difficult or impossible?

- a. Yes
- b. No

21. How often do you read a newspaper, online?

- a. Several times a day
- b. Every day
- c. Daily
- d. once a week

- e. twice a week
- f. don't read online

22. How often do you look at the REZ BIZ web site?

- a. Once a day
- b. twice a day
- c. Maybe three times a week.
- d. After an issue comes out.
- e. No internet
- f. don't care

23. Have you bought anything online?

- A. yes
- b. no

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24. In REZ BIZ magazine, I am primarily interested in reading about: (these could be a number question: like number from 1 to 8...)

- a. Young & on the Move
- b. Profiles of business people
- c. Arts n Craft
- d. "How to" columns
- e. Economic development
- f. Calendar of events
- g. Rural development
- h. Any other _____

25. Why do you read REZ BIZ magazine?

- a. Inspiration
- b. Business news
- c. Get business ideas
- d. Success stories
- e. All the above
- f. Don't read it
- f. Other _____

26. What would you like to see improved about REZ BIZ magazine?