

REZ BIZ Readership Survey

In an effort to bring more value to our readers, we are conducting a survey to analyze the current readership's viewpoints toward content, distribution, access, and quality. Your response will help us to improve, and better serve your needs

Survey is formatted so that it may be cut out and faxed to REZ BIZ.

This survey has 28 questions and should take about 5-10 minutes.

Survey may also be completed at the REZ BIZ website www.rez-biz.com

Your Letters to the Editor or other comments or suggestions are always welcome! Send to editor@rez-biz.com or write to the address at the top of the survey.

Please complete and fax to 928/223-1001, or mail to
REZ BIZ Magazine, 2418 Hwy 66 PMB 492, Gallup, NM 87325

■ Please fill in appropriate box with black.

1. Your 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. _____
- b. Other _____

4. State: _____

5. Highest educational attainment:

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

6. Employment status:

- a. Employed w/ business (tribal)
- b. Employed w/ 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!

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
- g. Decline to answer

8. Including yourself, how many people are in your household? (Circle one)

1 2 3 4 5 6 7 8 9 10

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

- a. Daily
- b. Once a week
- c. Twice a week
- d. Three times a week
- e. Twice a month
- f. 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
- f. Neighbors

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

- a. Internet
- b. Newspaper rack
- c. Friend/co-worker
- d. Library/school
- e. Economic development office

13. Why do you pick up a copy of REZ BIZ Magazine?

14. Where did you first hear of REZ BIZ Magazine?

- a. Friend/family/co-worker
- b. Saw a printed copy
- c. MySpace
- d. Internet

15. Are you in business?

- a. Yes
- b. No

16. Do you plan to start a business?

- a. Yes
- b. No

17. Things that concern me:

- a. Improving myself
- b. Family
- c. My children
- d. Future plans
- e. Finances
- f. Education

18. In the newspapers, I mainly read:

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

19. 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

20. I became interested in REZ BIZ because:

- a. The cover
- b. Word of mouth
- c. Was just interested
- d. Saw a person reading it
- e. Read it at school/work
- f. People talking about it
- g. Was never interested

21. My favorite issue was:

22. Access to the Internet edition is difficult or impossible:

- a. Yes
- b. No

23. 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

23. How often do you look at the REZ BIZ website?

- a. Several times a day
- b. Every day
- c. Daily
- d. Once a week
- e. Twice a week
- f. Don't read online

25. Have you ever bought anything online?

- a. Yes
- b. No

26. In REZ BIZ Magazine I am primarily interested in reading about (Rank the following from 1 to 8, with 1 being your favorite):

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

27. Why do you read REZ BIZ Magazine?

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

28. Use the space below to write what you would like to see improved about REZ BIZ Magazine (or write to us):

Thank You!