

Reader survey

In anticipation of our 25th anniversary

Dear Common Ground Reader,

Your feedback by filling out this short survey is incredibly important to us.

We'll be giving great prizes by random draw and, as well, a special prize for your idea for improving the magazine if we implement it. Prizes include, but are not limited to, a bicycle of up to \$500 value from Dan's Bike Shop, dinner worth \$100 at Aphrodites Cafe & Pie Shop, and \$50 worth of natural dry cleaning from Helping Hand Cleaners. These are just small tokens of our gratitude to you for sending us your thoughts. The rest of our gratitude will be shown in the exciting future issues of Common Ground inspired by your support.

Of course we'll make sure that all responses remain strictly confidential. Please feel comfortable answering as many questions as you like.

When you've finished, either clip it out and mail it to Common Ground Head Office, # 204 - 4381 Fraser St., Vancouver, BC V5V 4G4, or fax it to 604-733-4415. You can also find this survey on our website www.commonground.ca where you can fill it out online or print and mail.

Section 1. Tell us what you like about Common Ground

1. What characteristics of Common Ground (CG) interest you? _____

2. What is it about CG that distinguishes it from other publications? _____

3. Why do you read CG?

- Read feature articles
 Read favourite columnists
 Browse by images and headlines for interesting articles
 Browse entire magazine for resources, articles and ads of interest
 Learn about new ideas, products, services and events

4. Do you want us to keep bringing feature topics like healthy democracy, Enronizing BC Hydro, peace, ecology, etc. not well covered by other media? Y N

5. Rank the following subject areas in order (1 for the one you are most passionate about, 5 for least passionate):

- Medicine, Our Culture, Health and Spirituality (Healthy People)
 Politics and the World (Healthy Democracy)
 Environment and Activism (Healthy Planet)
 Films, Arts, Foods, Media and Upcoming Events (Culture)
 Other: _____

6. Which content do you most often read (list in order, 1st, 2nd etc.)?

- Health features by Alan Cassels
 Features by Geoff Olson
 Features by _____ (name your favourite columnist)
 Environment: Science Matters by David Suzuki
 Culture: Films by Robert Alstead
 Earthfuture by Guy Dauncey
 Nutrispeak by Vesanto Melina
 Garden Path by Carolyn Herriot
 Power of Now by Eckhart Tolle
 Universe Within by Gwen Randall-Young
 Twenty Something by Ishi Dinim

7. Which of the following actions have you taken in the last 12 months (you may check more than one)?

- Cut out or photocopied an article(s) or ad
 Discussed an article or ad with someone
 Kept an issue for future reference
 Gave an issue to a friend, colleague or relative

- Recommended a product or service seen in CG
 Made a purchase or donation based on an article or ad (Which ad? _____)
 Requested information on a product or service (What was it? _____)
 Emailed or visited an advertiser's website (Which advertiser? _____)

8. Your ideas for improving CG: _____

9. Do you use a computer? Y N What type? _____
 Software used? _____

10. How often do you visit our website? Often Rarely
 First time today Never

11. How long have you been reading CG? _____

12. How often do you read CG?
 Every month Frequently Occasionally Rarely
 First time today

13. How long do you keep your copy? _____

14. Number of times you refer to a copy or share it with others? _____

Continued on reverse...



Vancouver's First Truly Organic Café.
 Eat In or Take Home
NEW: Veggie Pot Pie, Turkey Pot Pie

- Yummy vegetarian soup & farm fresh salad
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Alma W.4th Ave. Dunbar
 Banyen Books *Café & Pie Shop

*Building est. 1927
3598 West 4th Avenue
allan_christian@telus.net
604-738-5879
Next to Banyen Books

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Section 2. Tell us about yourself

15. Where do you live?
_____ (place), _____ (neighbourhood)

16. Which of the following are most important in your life:
Very Somewhat Not
Important Important Important

Seeking spiritual inspiration _____
Social activism _____
Mind/body connection _____
Environmental issues _____
Arts and creativity _____
Responsible use of science _____
Healthy living _____
Other: _____

17. What are your three favourite activities? _____

18. What career or stage of your career are you in?
___ Self-employed
___ Executive
___ Manager/director
___ Non-management
___ Entry-level
___ Student
___ Part-time
___ Retired
___ Unemployed
___ Other (please describe): _____

19. Type of housing: ___ Own your home, ___ Rent apartment or house, ___ Co-op living situation, ___ Other: _____

20. Your family grouping: ___ Number of children, ___ Number of people living in your household

21. Birthing order: ___ First born, ___ Second born or middle child, ___ Youngest, ___ Only child. Number of brothers and sisters? _____

22. What are your most used forms of transportation (1 being most used, 2 next most, etc.)?
___ car or other gasoline vehicle
___ carpool or shared vehicle situation
___ hybrid
___ public transit
___ bike or non-motorized vehicle
___ walking
___ other (please describe): _____

23. Would you prefer an electric vehicle to a gasoline vehicle?
___ Y ___ N

24. What media do you frequent, besides CG? (please describe) _____

25. What style(s) of music do you most often listen to? _____

26. Education:
___ High school
___ College
___ University
___ Masters or PhD
___ Trade school
___ Special course (list type): _____
___ Other: _____

27. Relationship status:
___ Presently married
___ in long-term relationship
___ single

___ dating
___ divorced
___ separated
___ looking for a relationship (How? _____)

28. Annual household income: ___ \$0-19K, ___ \$20-29K, ___ \$30-39K, ___ \$40-49K, ___ \$50-59K, ___ \$60-69K, ___ \$70-79K, ___ \$80-89K, ___ \$90-100K, ___ Above 100K (_____ amount)

29. Age: _____

30. Gender: ___ M ___ F

Section 3. Products, services and events found in Common Ground

31. How often have you noticed an interesting product, service or event while browsing CG in the past year?
___ Many times, ___ Several times, ___ Once, ___ Never

32. How many times have you purchased the following products or services in the past year?

	7 or more times	4 to 6 times	1 to 3 times	Never
Yoga classes or materials	___	___	___	___
Spiritual classes or workshops	___	___	___	___
Other workshops or retreats	___	___	___	___
Meditation instruction	___	___	___	___
Learning to teach healing arts	___	___	___	___
Films, music, books, DVDs	___	___	___	___
Health food products	___	___	___	___
Organic products	___	___	___	___
Health and healing supplements	___	___	___	___
Career and life coaching	___	___	___	___
Alternative medical or dental care	___	___	___	___
Oriental medical care (acupuncture, Chinese medicine)	___	___	___	___
Psychological counselling	___	___	___	___
Massage or bodywork	___	___	___	___
Other(s): _____	___	___	___	___

33. For events, products or services found in CG how often have you done the following in the past year?

	7 or more times	4 to 6 times	1 to 3 times	Never
Made a call to get more information	___	___	___	___
Visited a website	___	___	___	___
Purchased a service, book or product	___	___	___	___
Attended an event	___	___	___	___
Suggested any of the above to another person	___	___	___	___

34. Who would you recommend to advertise in CG? _____

In 20 words or less, what would you like to say to us? _____

Thank you for filling out the Common Ground readers survey! Please fill out this ballot to enter to win a prize from our draws. All survey responses will remain anonymous and confidential.

Name: _____
Address: _____
City: _____ Province: _____ Postal Code: _____
Phone: _____ Email: _____
May we print your name and picture if you win? ___ Y ___ N

Clip survey and mail to: Common Ground, # 204 - 4381 Fraser St., Vancouver, BC, V5V 4G4, Fax: 604-733-4415.
Website: www.commonground.ca
Email: editor@commonground.ca