

# Home & Country Readership Survey

Please answer the following questions carefully and honestly. There are no right or wrong answers. All replies will remain confidential. Please reply on an individual basis and return it by October 31, 1993. The onus is on you - the *Home & Country* reader - to return the survey. Remember, it is YOUR *Home & Country*!

## A. READER INFORMATION

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| <p>1. Which of the following best describes the place where you live? (Please circle one only.)</p> <p>a) on a farm</p> <p>b) rural non-farm</p> <p>c) village (pop. up to 1000)</p> <p>d) town (pop. from 1000-20000)</p> <p>e) city</p> | <p>2. What is your age? (Please check one.)</p> <p>20-29 _____</p> <p>30-39 _____</p> <p>40-49 _____</p> <p>50-59 _____</p> <p>60-69 _____</p> <p>70 + _____</p> | <p>3. In which of the following are you involved? (Circle the appropriate letters.)</p> <p>a. Church Group</p> <p>b. Senior Citizens Group</p> <p>c. 4-H</p> <p>d. Horticulture Society</p> <p>e. Agriculture Society</p> <p>f. Other Farm Group</p> <p>g. Environment Group</p> <p>h. Sports/Recreation Group</p> <p>i. Political Group</p> <p>j. Other (Please specify) _____</p> <p>k. None</p> |
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## B. HOME & COUNTRY INFORMATION

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| <p>4. Which of the following statements best describes how you usually read <i>Home &amp; Country</i>? (Please circle one only.)</p> <p>a) read all articles thoroughly</p> <p>b) read most articles thoroughly</p> <p>c) read a few articles and skim the rest</p> <p>d) skim all articles</p> <p>e) look at pictures and graphics only</p> <p>f) seldom or never read</p> | <p>6b. Why did you choose this answer?</p> <p>_____</p> <p>_____</p> | <p>8. Each of the past four issues of <i>Home &amp; Country</i> included a feature article from one of the four FWIO regions in Ontario - Southern, Eastern, Northern, Western - and a profile of a Women's Institute member from that region. In general, do you feel that the amount of space given to these regional articles was too high, about right, or too low. (Please circle one number for each of the following.)</p> <p><b>1. Too High</b></p> <p><b>2. About Right</b></p> <p><b>3. Too Low</b></p> |
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| <p>5a. How satisfied are you with the content of the articles in <i>Home &amp; Country</i>? (Please check one only.)</p> <p>Very satisfied _____</p> <p>Moderately satisfied _____</p> <p>Slightly satisfied _____</p> <p>Slightly dissatisfied _____</p> <p>Moderately dissatisfied _____</p> <p>Very dissatisfied _____</p> | <p>7. One of the objectives of <i>Home &amp; Country</i> is to provide educational material which cultivates knowledgeable citizens and promotes good family life skills, leadership development and community action. In general, do you feel that the amount of space given to each of the following topics is too high, about right, or too low. (Please circle one number for each topic listed.)</p> <p><b>1. Too High</b></p> <p><b>2. About Right</b></p> <p><b>3. Too Low</b></p> | <p><i>Southern:</i></p> <p>- Tomatoes 1 2 3</p> <p>- Profile: Margaret Eberle 1 2 3</p> <p><i>Eastern:</i></p> <p>- The Seeds of Success 1 2 3</p> <p>- Profile: Donna Russett 1 2 3</p> <p><i>Northern:</i></p> <p>- A Greener Sudbury 1 2 3</p> <p>- Profile: Marg Atkins 1 2 3</p> <p><i>Western:</i></p> <p>- Spinrite Yarns 1 2 3</p> <p>- Profile: Glenna Smith 1 2 3</p> |
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| <p>5b. List two reasons why:</p> <p>_____</p> <p>_____</p> | <p>6a. In general, are the articles in <i>Home &amp; Country</i>: (Please circle)</p> <p>i) easy for you to read and understand</p> <p>ii) difficult for you to read and understand</p> | <table border="0"> <tr> <td>Self-help or How to Articles</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Leadership Articles</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Consumer Information</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Food/Nutrition Information</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Profiles of Organizations</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Food and Farm Profiles</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Industry Profiles</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>People Profiles</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Information on Environment</td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>For Your Information</td> <td>1</td> <td>2</td> <td>3</td> </tr> </table> | Self-help or How to Articles | 1 | 2 | 3 | Leadership Articles | 1 | 2 | 3 | Consumer Information | 1 | 2 | 3 | Food/Nutrition Information | 1 | 2 | 3 | Profiles of Organizations | 1 | 2 | 3 | Food and Farm Profiles | 1 | 2 | 3 | Industry Profiles | 1 | 2 | 3 | People Profiles | 1 | 2 | 3 | Information on Environment | 1 | 2 | 3 | For Your Information | 1 | 2 | 3 |
| Self-help or How to Articles                               | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Leadership Articles  | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Consumer Information                                       | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Food/Nutrition Information                                 | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Profiles of Organizations                                  | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Food and Farm Profiles                                     | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Industry Profiles  | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| People Profiles  | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| Information on Environment                                 | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |
| For Your Information                                       | 1   | 2   | 3                            |   |   |   |                     |   |   |   |                      |   |   |   |                            |   |   |   |                           |   |   |   |                        |   |   |   |                   |   |   |   |                 |   |   |   |                            |   |   |   |                      |   |   |   |