

**1998 Gleaner Survey
for the North Pacific Union Conference**

Name : _____

Phone Number: _____

Date of first attempt: _____

Date of second attempt: _____

Date of third attempt: _____

Appointment for call back: DATE: _____ TIME: _____

Final disposition of this interview: (Check only one answer.)

- Interview completed.
- Interview partially completed.
- Respondent refused interview.
- Phone number disconnected.
- Named individual unknown at this phone number.
- Phone never answered.
- Answering machine and no call back.
- Other: _____

Interviewer: _____

Date of final disposition: _____

- | | |
|---|-----------|
| 7. The "Viewpoint" editorial | A B C D F |
| 8. The letters to the editor | A B C D F |
| 9. The longer feature articles toward the front of the magazine | A B C D F |
| 10. Conference news from your local conference | A B C D F |
| 11. Conference news from the other conferences | A B C D F |
| 12. The black & white photos throughout the magazine | A B C D F |
| 13. The news stories from Walla Walla College | A B C D F |
| 14. The news stories from Adventist Health hospitals | A B C D F |
| 15. The news stories from the world church | A B C D F |
| 16. Columns such as the ones by Alden Thompson | A B C D F |
| 17. The announcements | A B C D F |
| 18. The small advertisements in the back of the magazine | A B C D F |

Thank you for going through that list with me.

19. Are there other things that you feel ought to be included in the magazine?

20. Are there any other suggestions that you would like to make to the editors?

21. Have you ever written a news story or announcement that was published in the Gleaner?

Yes No

22. Have you ever placed an ad in the Gleaner? Yes No

23. Have you ever purchased something or responded to an ad that you saw in the Gleaner?

Yes No

If they answer "Yes," then ask this follow-up question: Can you tell me what organization it was that you responded to, or what you bought?

24. Do you also receive a copy of the North American edition of the Adventist Review at your home every month?

Yes No Not sure

If they answer "Yes," then ask this follow-up question: Do you feel that the two magazines are an unnecessary duplication, or do you like getting both?

Unnecessary duplication

Like getting both

Not sure

Other: _____

I am just about done. We do want to get a couple of pieces of demographic information.

25. What year were you born? 19_____

26. What is your occupation? _____

27. Which of the following best describes your ethnic background?

African American

Asian or Pacific Islander

Hispanic

White, Anglo

Other

Thank you very much. The information you have shared will help the editors to improve the magazine, and they appreciate your help.

Also record, without asking: 28. Gender: Male Female 29. Zip code: _____