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:

Interview Script:	
Gleaner, the news magazine published Seventh-day Adventist Church and ser is strictly for research purposes. Can yo	I am conducting an interview for the d by the North Pacific Union Conference of the nt to all members. I am not selling anything; this you take a few minutes to answer some questions is will be completely confidential — your name is ers you give.
1. Does a copy of the Gleaner come to	your home in the mail every three weeks or so?
Yes No	Not sure
If the answer is "No," then ask a copy of the Gleaner? Yes No	k this follow-up question: Have you ever seen
If the answer is "No" to both q	questions, then jump to Question 24.
2. How much time do you spend lookin	ng at each copy of the Gleaner?
Convert their answer to minut	tes:
3. Do you ?	
just look at it once, or pick it up more than once to r	read a little each time
4. Who else in your home also looks at Do not read the list to the resp	t the Gleaner when it arrives? pondent, just check-off as they answer:
Spouse Roommate Other:	Children Relatives living in home
I am going to read a list of several diffe you would generally give to each part of	erent parts of the magazine. Tell me the "grade" of the magazine — A, B, C, D or F.
— Tell me after I reach each part, if you	vay to ask this question. Which do you prefer? ou think it should be given more space, given less ore space Less space As it is now]
5. Cover pictures	ABCDF
6 The ad on the back cover	ABCDE

7. The "Viewpoint" editorial	Α	В	С	D	F		
8. The letters to the editor			Α	В	С	D	F
9. The longer feature articles toward the front of the magazin	ne		Α	В	С	D	F
10. Conference news from your local conference			Α	В	С	D	F
11. Conference news from the other conferences			Α	В	С	D	F
12. The black & white photos throughout the magazine			Α	В	С	D	F
13. The news stories from Walla Walla College	Α	В	С	D	F		
14. The news stories from Adventist Health hospitals			Α	В	С	D	F
15. The news stories from the world church			Α	В	С	D	F
16. Columns such as the ones by Alden Thompson			Α	В	С	D	F
17. The announcements			Α	В	С	D	F
18. The small advertisements in the back of the magazine			Α	В	С	D	F
Thank you for going through that list with me.							
19. Are there other things that you feel qualit 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?	en a news story or announcement that was published in the				
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					
103 140					
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 a your home every month? Yes No Not sure	t				
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:	ν.				