

1. Approximately how long have you been reading Futures?
(Circle one letter.)

- A. Less than one year
- B. 2 to 3 years
- C. 4 to 5 years
- D. More than 5 years

2. How much of the Futures magazine do you usually read?
(Circle one letter.)

- A. None of it
- B. 25%
- C. 50%
- D. 75%
- E. All of it

3. Does anyone, other than yourself, read your copy of Futures?

- A. No
- B. Yes

If yes, who generally reads it? _____

4. How would you evaluate the quality of Futures? (Circle one number per item.)

Items	Poor	Fair	Average	Good	Excellent
Photographs	1	2	3	4	5
Headlines	1	2	3	4	5
Story length	1	2	3	4	5
Graphics	1	2	3	4	5
Size of letters	1	2	3	4	5
Page arrangement	1	2	3	4	5
Paper quality	1	2	3	4	5
Writing quality	1	2	3	4	5
Appearance	1	2	3	4	5

5. Do you receive research information magazines similar to Futures from any other universities?

- A. No
- B. Yes

6. Compared to other research magazines you read regularly, how would you rate the Futures magazine? (Circle one number.)

0 1 2 3 4 5 6 7 8 9 10

Low **Medium** **High**

7. Rate the importance of the following items when determining which article(s) you will read. (Circle one number per item.)

Items	Not Important	Somewhat Important	Quite Important	Extremely Important
Article Title	1	2	3	4
Article Length	1	2	3	4
Photographs	1	2	3	4
Photo Captions	1	2	3	4
Other (please list)				
_____	1	2	3	4

8. Futures is published quarterly. Which of the following responses best reflects your opinion about Futures' frequency of publication? (Circle one response.)

- A. It is published too frequently.
- B. It is published often enough.
- C. It should be published more frequently.
- D. Don't know.

9. How would you rate the usefulness of these topic areas that appeared in Futures in 1992? (Circle one number per item.)

<u>Topic Areas</u>	<u>Not Useful</u>	<u>Somewhat Useful</u>	<u>Quite Useful</u>	<u>Extremely Useful</u>
Turf	1	2	3	4 5
International Travel	1	2	3	4 5
Field Station Research	1	2	3	4 5
Nutrition	1	2	3	4 5

Please circle the response that shows how you feel, whether you agree, disagree or are undecided about each of the following statements.

If you STRONGLY DISAGREE, circle SD
 If you DISAGREE, circle D
 If you are UNDECIDED, circle ?
 If you AGREE, circle A
 If you STRONGLY AGREE, circle SA

STRONGLY DISAGREE STRONGLY AGREE

10. Futures is a useful magazine. SD D ? A SA
11. Futures has few relevant articles for my use. SD D ? A SA
12. Futures informs me of the latest developments in agricultural and natural resources sciences. SD D ? A SA
13. Futures is my only source of new information related to agricultural sciences. SD D ? A SA
14. Futures is helpful in keeping me informed of current agricultural and natural resources research issues. SD D ? A SA
15. Futures is too difficult for me to understand. SD D ? A SA
16. Futures publishes good quality materials. SD D ? A SA

17. Would like to receive Futures electronically? (i.e. through computer network system.)

- A. No
 B. Yes
 If yes, please explain how? _____

18. Should Futures cover several topics in a single issue?

- A. No
 B. Yes

19. What would be your reaction to including commercial advertising in Futures in order to defray the cost of publication?

- A. Strongly disagree
 B. Disagree
 C. Undecided
 D. Agree
 E. Strongly agree

20. In addition to Agricultural Experiment Station information, would you like to see Futures articles include information about college news, Extension activities, and teaching programs at Michigan State University?

- A. No
 B. Yes

21. If it were necessary to charge a subscription price for Futures, would you still want to receive the publication?

- A. No
 B. Yes
 If yes, what would you recommend as a subscription fee? _____

22. Please list other persons (and their addresses) who might be interested in receiving Futures.

PERSONAL INFORMATION

1. What is your gender? (Circle one letter.)
 - A. Female
 - B. Male
2. What is your age? (Circle one letter.)
 - A. Under 25 years
 - B. 26 - 35 years
 - C. 36 - 45 years
 - D. 46 - 55 years
 - E. 56 - 65 years
 - F. Over 65 years
3. Which of the following best describes your racial or ethnic identification? (Circle one letter.)
 - A. American Indian
 - B. Asian
 - C. Hispanic
 - D. African American
 - E. White Caucasian
 - F. Other-Specify _____
4. How would you characterize where you live? (Circle one letter.)
 - A. Rural
 - B. Town
 - C. Suburban
 - D. Urban
5. What is the highest level of education that you have completed? (Circle one response.)
 - A. Some high school
 - B. Completed high school
 - C. Some college
 - D. Completed college
 - E. Some graduate work
 - F. A graduate degree
 - G. Other-Specify _____
6. What is your yearly household income? (Circle one response.)
 - A. \$0-\$19,999
 - B. \$20,000-\$39,999
 - C. \$40,000-\$59,999
 - D. \$60,000-\$79,999
 - E. \$80,000 or more
7. What is your occupation? (Circle one letter.)
 - A. University professor/researcher
 - B. Commercial farmer
 - C. Agribusiness professional
 - D. Teacher
 - E. Extension agent
 - F. Other-Specify _____
8. Please use the space below to share any other thoughts you may have to assist in the improvement of Futures magazine.

Please return the completed questionnaire to:
AEE Center for Evaluative Studies
410 Agriculture Hall
Michigan State University
East Lansing, MI 48824

THANK YOU FOR YOUR PARTICIPATION.

**FUTURES READERSHIP
STUDY**

Background:

To make sure that Futures magazine continues to be useful to its readers, we need your honest opinion about the magazine. Certain areas will be addressed in this survey, including: use of the magazine, value to you, and your reading habits.

Directions:

Answer each question as accurately as you can. Many questions can be answered by circling the item that best describes your opinion or situation. Other questions will require a written answer. All answers will be kept completely confidential.

Example 1:

1. Rate the importance of the following items when determining which article(s) you will read. (Circle one number per item.)

<u>Item</u>	Not <u>Important</u>	Somewhat <u>Important</u>	<u>Important</u>	Quite <u>Important</u>	Extremely <u>Important</u>
Photo Captions	1	2	3	4	5

By circling "3," the respondent indicated they feel photo captions are important when determining which articles they read.

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