

YOUR READING STYLE:

1. Which description best describes the way you read *Profile Kingston*?
 - Skim through it quickly
 - Read it cover to cover
 - Only read selected parts that I'm most interested in.

2. In total, how much time would you spend reading or looking through a particular issue of *Profile Kingston*?
 - Less than 15 minutes
 - Between 15 and 30 minutes
 - Between 30 and 60 minutes
 - More than one hour.

3. Have you ever:
 - Looked for extra copies of a specific issue of *Profile Kingston*
 - Recommended *Profile Kingston* to friends
 - Used information from *Profile Kingston* in conversation
 - Enquired about or purchased goods and services based on an advertisement in *Profile Kingston*
 - Given a copy of *Profile Kingston* to a friend
 - Saved a copy of *Profile Kingston* for future reference?
 - Used information from *Profile Kingston* as a guide when entertaining visitors to Kingston?

4. How long do you keep each issue of *Profile Kingston*?
 - Until the next month issue arrives
 - Less than six months
 - Less than a year
 - As part of a permanent collection.

EVALUATING CONTENT:

5. Do you read:
 - Feature profiles** (in-depth articles on individual Kingstonians)
 - All Some None
 - Regular columns** (The Kingstonian, Quality of Life, People to Watch, Dollars & Sense, Nutritional News)
 - All Some None
 - Regular departments** (Announcing, Citizen's Choice, Restaurantgoer's Guide)
 - All Some None
 - At Home Feature** (March & Sept)
 - All Some None
 - Summer in the City** (May & July)
 - All Some None
 - Advertisements** appearing in *Profile Kingston*
 - All Some None

6. Thinking about the **quality of writing** in *Profile Kingston*, would you say the writing is:
 - Excellent Good
 - Fair Poor

7. Thinking about the **quality of photography** in *Profile Kingston*, would you say it is:
 - Excellent Good
 - Fair Poor

8. How would you rate the **overall quality** of *Profile Kingston*?
 - Excellent Good
 - Fair Poor

PROFILING OUR READERS:

9. Are you:
 - Male Female

10. In total, how many people would you say look at your copy of *Profile Kingston* when it comes into your home?
 - One Two
 - Three Four
 - Five or more

11. Including yourself, how many people **living** in your home who read *Profile Kingston* are:
 - Male _____ Female _____

12. Was this copy of *Profile Kingston*:
 - Delivered to your home
 - Picked up at a business
 - Passed along to you by another person.

13. At this point in time, are you personally:
 - A member of a volunteer organization, service club or other community group
 - Involved in any type of "do-it yourself" project or craft
 - Enrolled in any educational/self improvement course or programme
 - Active in a leisuretime sport, recreation or fitness activity
 - Renovating or redecorating your home
 - Planning a vacation or trip.

14. What is the highest level of education you have attained to date?
 - Elementary or high school
 - Community college
 - University.

15. How often do you dine out?
 - Once per week
 - Once or twice per month
 - Four or more times a month
 - Never.

16. How often do you attend entertainment events?(movies, live theatre, galleries, musical performances)
 - Once per week
 - Once or twice per month
 - Four or more times a month
 - Never.

17. How often do you host or entertain visitors to Kingston during the year?
 - Never
 - 1 - 2 times
 - 3 - 6 times
 - 7 - 12 times
 - more than 12 times.

18. How often do you travel?
 - One time per month
 - Two or three times per month
 - One or two times a year
 - Never.

19. What is your total annual household income?
 - \$24,999 or less per year
 - \$25,000 - \$44,999
 - \$45,000 - \$64,999
 - \$65,000 - \$84,999
 - \$85,000 - \$99,999
 - \$100,000 and over.

20. What is your age?
 - 19 years or under
 - 20 to 34 years
 - 35 to 49 years
 - 50 to 64 years
 - 65 years and over.

21. Is there something you would like to see in *Profile Kingston* that has not yet been included? (column or feature suggestions)
