

# We Need Your Help!

## Vermont Woman Newspaper Readership Survey



Complete this survey online  
at [www.vermontwoman.com](http://www.vermontwoman.com)  
or clip out and mail today to:

*Vermont Woman*,  
4 Laurel Hill  
South Burlington, VT 05403

Please check the appropriate response.  
Additional written comments welcome.

### Win Dinner for Two!

Complete this survey  
and send it in.  
You will be  
entered in the  
drawing!

[www.vermontwoman.com](http://www.vermontwoman.com)

The information  
you provide is extremely  
important for two reasons:

- We want to know how we can serve you better
- Help us grow! As a newspaper supported by advertising, the demographics of our readers is essential.

**Don't Wait.**

Please fill out this form today.

*Thank you.*

### Demographic Information

1. **Sex:**  Female  Male (temporary)  Retired
2. **Age:**  Under 18  18-24  25-34  35-44  
 45-54  55-64  65-74  75-84  
 85 or better
3. **Relationship Status:**  Single  Married  
 Civil Union  Domestic Partner  Other
4. **Children:**  0  1-2  3 or more
5. **Age of children:**  Infant  Pre-school  
 Elementary K-8  High School  College
6. How many individuals (including yourself) live in your household? \_\_\_\_\_
7. What is the highest level of education that you have completed:  High School  Some college  
 Community College  College Graduate  
 Masters Degree  Doctorate
8. Are you: (choose one)  Employed  Unemployed
9. Gross Personal Income *you, personally* earned in 2005:  
 15,000-19,999  20,000-29,999  30,000-39,999  40,000-49,999  
 50,000-59,999  60,000-69,999  70,000-79,999  80,000-89,999  
 90,000-99,999  100,000-125,999  126,000-149,999  150,000-200,000  
 over 200,000
10. Gross Household Income in 2005: (include all household members)  
 15,000-29,999  30,000-59,999  60,000-99,999  
 100,000-129,999  130,000-159,999  160,000-199,999  
 200,000-249,999  250,000-299,999  300,000-399,999  
 over 399,999

11. Which of the following comes closest to your occupation? (choose one)
- Homemaker
  - Professional
  - Management
  - Educator
  - Healthcare
  - Business owner
  - Technical
  - Sales
  - Administration
  - Trade
  - Hospitality
  - Other

### Vermont women as readers

12. Do you regularly pass your issue of *Vermont Woman* on to others to read?  Yes  No
13. If yes to above question, about how many people, on a monthly basis, does your issue get passed to?  
 # of females  # of males
14. I make or influence my household purchasing decisions:  ALL  90%  75%  50%  
 None

### What I would like *Vermont Woman* to cover

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### What I like about *Vermont Woman*

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Send us this completed survey  
and enter a chance to win.  
Dinner for Two at one of  
Vermont's Finest Restaurants

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

(CONFIDENTIALITY INSURED)  
Drawing to be held on April 1, 2006  
Winner will be notified by phone or email.