

# AIR FORCE NEWS

## READERS' QUESTIONNAIRE

Tell us what you think of *Air Force News*!

We would like the magazine to reflect the wishes of its readers, so please take a few minutes to fill out this questionnaire, then return it by internal mail or attach a stamp and mail it.

### READERSHIP

1. Do you read *Air Force News*?

Yes  No

2. How much of *Air Force News* do you read?

All  Not very much  
 Most  Just look at the pictures  
 Portions

3. Why do you read *Air Force News*? (you can tick more than one box)

For general interest  For information  
 As part of your job  To learn  
 To see what my mates are doing

4. Including yourself, how many people read your copy of *Air Force News*?

4+ 3 2 1 Don't know

The following series of questions are rated from 1-5, where 5=Excellent, 3=Satisfactory, and 1=Poor

5. How informative is the *Air Force News*?

5 4 3 2 1

6. How would you rate the writing/editing of *Air Force News*?

5 4 3 2 1

7. How would you rate the overall image of *Air Force News*?

5 4 3 2 1

8. If you responded Poor to any of the above, please provide an explanation:

.....  
.....  
.....

### CONTENT

9. From the list below, please indicate the articles that are of greatest interest, or of little or no interest:

	Greatest interest				Least interest
Upgrades/technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operations involving the Air Force	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
First Word	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Briefs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel achievements/profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medals/awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sport

Notices

Photo pictorials

Reviews:

• Books

• CDs/music

• Games

Obituaries

Photo competitions

10. What else would you like to see in *Air Force News*?

.....  
.....  
.....  
.....

For each of the following statements, please indicate your opinion by ticking the appropriate box, where 5=Strongly agree, 3=About right, 1=Strongly disagree

11. *Air Force News* is a reliable information source:

5 4 3 2 1

12. *Air Force News* provides detailed information on current issues:

5 4 3 2 1

13. *Air Force News* caters for all readers; eg, current and past personnel

5 4 3 2 1

14. The quality of photographs in *Air Force News* is good

5 4 3 2 1

15. I am:

Regular Force  
 ATC  
 Retired Serviceperson  
 Civilian  
 Other service

16. My rank is:

SQNLDR to Air Marshal  
 PLTOFF to FLTLT  
 W/O  
 CPL to F/S  
 AC to LAC  
 Civilian  
 Retired

17. Do you have access to electronic media?

Yes  No

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FOLD

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FOLD

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