

# READERSHIP SURVEY

Thank you for participating in our survey. To go into the draw to win 1 of 10 annual subscriptions to Stella magazine, send your completed surveys to: PO BOX 711 GORDON NCD 121 PAPUA NEW GUINEA or scan and e-mail a copy to hello@stellamag.com

- 1. You are
  - Female     Male
- 2. You are aged
  - 18-25     26-35     36-45     45+
- 3. You are a parent
  - Yes     No
- 4. You are employed
  - Yes     No
- 5. In 5 years you see yourself
  - happily doing the same job     being your own boss     doing post graduate studies
  - being promoted with the same employer     working for a new employer
- 6. When you think about your future you are
  - confident     nervous     you don't think about it
- 7. The word that best describes you is
  - ambitious     curious     self conscious     smart
- 8. Your wardrobe is mainly
  - home-made outfits     baggy t-shirts & cargo shorts
  - brand names & the latest fashions     second hand clothing for everyday wear
- 9. When you look at your wardrobe you feel
  - confident to dress for any occasion     unphased because you'll wear anything
  - you wish you had a fashion advisor     excited to experiment with fashion to stand out from the crowd
- 10. You spend ... (time) doing your hair and make-up daily
  - 10 minutes     20 minutes
  - 30 minutes     you don't waste your time on that
- 11. You visit your hairdresser
  - once a week     once a month
  - once every 3-6 months     you do your own hair
- 12. You care about the environment & climate change
  - Yes     No
- 13. Why or why not?
 

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- 14. To leave a smaller footprint on the planet you
  - turn off lights in an empty room     avoid throwing litter on the streets
  - fix your leaky taps     recycle aluminium, glass, plastic & paper

- 15. You own \_ \_ \_ \_ \_ (number of) mobile phones
- 16. When choosing a mobile, the most important factor is
  - price     functionality
  - appearance     newfangled factor
- 17. Your interest in new technology is
  - very high, you regularly upgrade     good, you like to find out about the best quality
  - OK, but you don't follow the latest     you don't know or care about technology
- 18. When it comes to your health, you
  - are a fitness fanatic who can't live without exercise & salads     never exercise & eat fast foods & sugar all the time
  - never exercise but eat well     exercise occasionally and eat healthy food
- 19. If someone told you you had something on your face you would
  - be embarrassed     be grateful
  - not care     say "I know, I like it there."
- 20. You are enrolled to vote
  - Yes     No
- 21. You enjoy cooking
  - Yes     No
- 22. You've been overseas
  - Yes     No
- 23. You've met someone famous
  - Yes     No
- 24. In your free time you like to
  - hang out with friends     spend time with your children
  - read a book     play sports
- 25. You go shopping for fun (not groceries)
  - twice a week     once a week
  - once a month     once in a blue moon
- 26. You spend your fun money on
  - gadgets & technology     sporting goods
  - clothing & accessories     entertainment
- 27. Annually, you spend K\_ \_ \_ \_ \_ on education
- 28. You read magazines regularly
  - Yes     No
- 29. You like Stella magazine on Facebook
  - Yes     No
- 30. You follow Stella magazine on Twitter
  - Yes     No

-- end of survey -- thank you for your time --

To enter the draw please include your contact below

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

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