

Reader Survey

Your feedback, opinions and ideas are vital to helping us make your magazine as interesting and informative as possible. To assist us in better serving your needs, please take 10 minutes to complete this reader survey. The information will be kept strictly confidential and will be used to improve the magazine for you and the paddling enthusiasts we serve. Please return your completed survey by March 15th. Thank you for our input and assistance. —Glen Bernard, Publisher

About You and PADDLER magazine

1. PLEASE IDENTIFY HOW YOU RECEIVE PADDLER MAGAZINE :

- ACA member
- PADDLER magazine subscriber (not an ACA member)
- Newsstand
- other

2. HOW DID YOU FIRST BECOME ACQUAINTED WITH PADDLER MAGAZINE?

- ACA membership
- direct mail
- word of mouth
- newsstand/bookstore
- Paddler magazine website
- sweepstakes offer
- another website
- local paddling shop
- gift
- other

3. HOW LONG HAVE YOU RECEIVED PADDLER MAGAZINE?

- less than 1 year
- 1 - 2 years
- 3 - 4 years
- 5 - 6 years
- 7 - 8 years
- 9 - 10 years
- more than 10 years

4. NOT INCLUDING YOURSELF, HOW MANY OTHER PEOPLE READ OR LOOK THROUGH YOUR ISSUE OF PADDLER MAGAZINE?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7+

5. HOW MANY OF THE LAST 6 ISSUES HAVE YOU READ OR LOOKED THROUGH?

- 6 of 6
- 5 of 6
- 4 of 6
- 3 of 6
- 2 of 6
- 1 of 6
- 0 of 6
- haven't received 6 yet

6. HOW MANY TIMES IN TOTAL DO YOU LOOK AT AN AVERAGE ISSUE OF PADDLER MAGAZINE?

- 1x
- 2 - 3x
- 4 - 5x
- 6 - 9x
- 10x or more
- first issue

7. HOW MUCH TIME ON AVERAGE DO YOU SPEND READING AN ISSUE OF PADDLER MAGAZINE?

- less than 30 minutes
- 30 - 59 minutes
- 1 - 2 hours
- 2 - 3 hours
- 3 hours or more

8. WHICH OF THE FOLLOWING ACTIONS HAVE YOU TAKEN IN THE PAST 12 MONTHS AS A RESULT OF READING PADDLER MAGAZINE?

- purchased an advertised product or service at a retail store
- purchased an advertised product or service via mail order
- inquired at a retail store about advertised products
- sent for more information about advertised products/services
- cut out an advertisement
- called a toll-free number from an ad
- recommended a product or service advertised
- visited an advertiser's website
- visited PADDLER magazine's website
- purchased a PADDLER gift subscription
- taken a trip to an area written about in PADDLER
- other

9. WHICH OF THE FOLLOWING TYPES OF ADS HAVE YOU USED TO ASSIST W/PURCHASE IN 12 MOS?

- manufacturers' ads
- buyer's guide
- classifieds
- marketplace
- paddling schools
- guides and outfitters
- ad index
- pull-out cards
- none of these
- do not recall

10. HOW LIKELY IS IT THAT YOU WILL RENEW YOUR SUBSCRIPTION/ MEMBERSHIP? (10 = DEFINITELY)

- 10
- 9 most likely
- 8
- 7 very likely
- 6
- 5 somewhat likely
- 4
- 3 not likely
- 2
- 1 not

About Your Reading Interests

11. WHICH PUBLICATIONS DO YOU REGULARLY READ (AT LEAST 3 OF PAST 4 ISSUES)?

- Backpacker
- Sierra
- Outside
- National Geographic
- Nat'l Geo Adventure
- Men's Journal
- Field & Stream
- Canoe & Kayak
- Sea Kayaker
- Other _____

12A. RATE THE FIRST MOST IMPORTANT TOPIC YOU WISH TO SEE COVERED IN PADDLER:

- North American Destinations
- Foreign Paddling Destinations
- Paddling technique
- Paddling safety
- Stewardship issues
- Events and festivals
- Access issues
- Other _____

12B. RATE THE SECOND MOST IMPORTANT TOPIC YOU WISH TO SEE COVERED IN PADDLER:

- North American Destinations
- Foreign Paddling Destinations
- Paddling technique
- Paddling safety
- Stewardship issues
- Events and festivals
- Access issues
- Other _____

12C. RATE THE THIRD MOST IMPORTANT TOPIC YOU WISH TO SEE COVERED IN PADDLER:

- North American Destinations
- Foreign Paddling Destinations
- Paddling technique
- Paddling safety
- Stewardship issues
- Events and festivals
- Access issues
- Other _____

About Your Preferences

13. HOW WOULD YOU RATE THE FOLLOWING ASPECTS OF PADDLER MAGAZINE? (PLEASE CIRCLE YOUR RATING FOR EACH)

OVERALL MAGAZINE	EXCELLENT	AVERAGE	POOR		
photography	5	4	3	2	1
design	5	4	3	2	1
illustrations	5	4	3	2	1
writing	5	4	3	2	1
Table of Contents	5	4	3	2	1
Letter From the Editor	5	4	3	2	1
Eddylines (reader letters)	5	4	3	2	1
Hotline	5	4	3	2	1
ACA News	5	4	3	2	1
Eco section	5	4	3	2	1
Paddle Tales	5	4	3	2	1
People	5	4	3	2	1
Innuendos	5	4	3	2	1
Frames	5	4	3	2	1
Boat reviews	5	4	3	2	1
New products	5	4	3	2	1
Gear reviews	5	4	3	2	1
Book/Video reviews	5	4	3	2	1
Destination	5	4	3	2	1
First Descents	5	4	3	2	1
Features	5	4	3	2	1
Calendar	5	4	3	2	1
Skills	5	4	3	2	1
Ender	5	4	3	2	1

14. HOW INTERESTED ARE YOU IN THE FOLLOWING TOPICS?

	VERY		SOMEWHAT		NOT AT ALL
flatwater canoeing	5	4	3	2	1
International destinations	5	4	3	2	1
whitewater canoeing	5	4	3	2	1
solo canoeing	5	4	3	2	1
flatwater kayaking	5	4	3	2	1
whitewater kayaking	5	4	3	2	1
history & heritage	5	4	3	2	1
sea kayak touring	5	4	3	2	1
boat reviews & evals	5	4	3	2	1
surf kayaking	5	4	3	2	1
new products	5	4	3	2	1
family paddling	5	4	3	2	1
paddling accessories	5	4	3	2	1
canoe/kayak racing & comp.	5	4	3	2	1
workshop projects	5	4	3	2	1
U.S. destinations	5	4	3	2	1
book & video review	5	4	3	2	1
Canadian destinations	5	4	3	2	1
canoe camping	5	4	3	2	1
kayak camping	5	4	3	2	1
drive in paddle camping	5	4	3	2	1
backpacking/hiking	5	4	3	2	1
spin fishing	5	4	3	2	1
fly fishing	5	4	3	2	1
environmental affairs	5	4	3	2	1
waterways access	5	4	3	2	1
paddling safety	5	4	3	2	1
health & fitness	5	4	3	2	1
wildlife	5	4	3	2	1
weather	5	4	3	2	1
personalities	5	4	3	2	1
rafting	5	4	3	2	1
kayak fishing	5	4	3	2	1

15. HOW REGULARLY DO YOU READ OR LOOK AT THE FOLLOWING SECTIONS?

Letter From the Editor	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Eddylines (reader letters)	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Hotline	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
ACA News	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Eco section	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Paddle Tales	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Innuendos	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Frames	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Boat reviews	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
New products	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Gear reviews	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Book/Video reviews	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Destination	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
First Descents	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
People	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Skills	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Calendar	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Features	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Ender	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Guides and Outfitters	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never
Ad Index	<input type="checkbox"/> always	<input type="checkbox"/> usually	<input type="checkbox"/> occasionally	<input type="checkbox"/> rarely	<input type="checkbox"/> never

Paddling Activity, Trips & Travel

16. HOW WOULD YOU RATE YOUR PADDLING SKILL OR KNOWLEDGE?

- Beginner Advanced
 Intermediate Expert

17. HOW MANY DAYS TOTAL DID YOU PADDLE IN THE LAST 12 MOS?

18. HOW MANY DAYS IN TOTAL DID YOU PARTICIPATE IN THE FOLLOWING TYPES OF PADDLING IN THE LAST 12 MOS?

Canoe/kayak camping	_____	Sit on top kayaking	_____
Recreational canoeing	_____	Sea kayak touring	_____
River/whitewater canoeing	_____	Rafting/inflatable boating	_____
Recreational kayaking	_____	Surf kayaking	_____
River/whitewater kayaking	_____	Kayak fishing	_____

19. HOW MANY PADDLING RELATED TRIPS HAVE YOU TAKEN IN LAST 12 MOS?

- None 2 to 3 6 to 7 10 to 12
 1 4 to 5 8 to 9 13 or more

20. IF YOU TOOK PADDLING RELATED TRIPS APPROX. HOW MANY NIGHTS DID YOU SPEND AWAY FROM HOME? _____

21. IF YOU TOOK PADDLING TRIPS, HOW MUCH DID YOU SPEND ON TRIPS, TRAVEL & LODGING? _____

22. DO YOU PLAN TO USE THE SERVICES OF AN OUTFITTER IN THE NEXT 12 MOS?

- Yes No Don't Know

23. DO YOU PLAN TO TAKE A COMMERCIAL RAFTING TRIP IN THE NEXT 12 MONTHS?

- Yes No Don't Know

24. DO YOU PLAN TO ATTEND A PADDLING SCHOOL IN THE NEXT 12 MONTHS?

- Yes No Don't Know

Paddling Equipment and Expenditures

25. HOW MUCH DID YOU SPEND ON GEAR IN 2006, EXCLUDING BOATS?
 \$ _____

26. HOW MUCH DID YOU SPEND ON BOATS?

Canoes	\$ _____	did not buy	_____
Whitewater kayaks	\$ _____	did not buy	_____
Sea kayaks	\$ _____	did not buy	_____
Recreational/flatwater kayaks	\$ _____	did not buy	_____

27 (A/B). WHICH OF THE FOLLOWING PADDLING GEAR DO YOU OWN/ PLAN TO BUY?

	A. OWN	B. PLAN TO BUY
Rec Canoe	_____	_____
Whitewater Canoe	_____	_____
Whitewater Kayak	_____	_____
Sea Kayak	_____	_____
Surf Kayak	_____	_____
Rec/Sit-On-Top Kayak	_____	_____
Canoe Paddle - rec	_____	_____
Canoe Paddle - ww	_____	_____
Kayak Paddle - ww	_____	_____
Kayak Paddle - touring	_____	_____
Inflatable Kayak	_____	_____
Inflatable Canoe	_____	_____
Raft	_____	_____
Surf Ski	_____	_____
Wave Ski	_____	_____
Boat Cart	_____	_____
Rack/Car Top Carrier	_____	_____
Dry Suit	_____	_____
Flotation	_____	_____
Helmet	_____	_____
Gloves/Pogies	_____	_____
Paddling Jacket	_____	_____
PFD	_____	_____
Portage Pack	_____	_____
Waterproof Bag	_____	_____
Waterproof Jacket/Pants	_____	_____
Wet Suit	_____	_____

Outdoor Activities

28. INDICATE OTHER ACTIVITIES PARTICIPATED IN THE LAST 12 MONTHS

- Camping
- Hunting/Shooting
- Hiking
- Mountain Biking
- Climbing
- Power Boating
- Fishing
- Surfing
- Fly Fishing
- Sailing
- Kayak Fishing
- Scuba Diving
- Snowboarding
- Golfing
- Skiing
- Cycling
- Other

29. HOW MUCH DID YOU SPEND ON CAMPING & OUTDOOR EQUIPMENT IN LAST 12 MONTHS? \$ _____

30 (A/B). WHICH CAMPING/OUTDOOR GEAR DO YOU OWN/PLAN TO BUY IN THE NEXT 12 MONTHS?

	A. OWN	B. PLAN TO BUY
Backpack	___	___
Binoculars (waterproof)	___	___
Camera -film	___	___
Camera - digital	___	___
Camp Chair	___	___
Camp Stove	___	___
Climbing Gear	___	___
Compass	___	___
First Aid Kit	___	___
Fly Fish Gear	___	___
GPS	___	___
Hiking Boots	___	___
Hunting Gear	___	___
Jogging Shoes	___	___
Knife	___	___
Outdoor Cookware	___	___
Scuba Gear	___	___
Sleeping Bag	___	___
Sleeping Pad	___	___
Skiing Gear	___	___
Spin Fishing Gear	___	___
Sport Sandals	___	___
Sunglasses	___	___
Tent	___	___
Travel Accessories	___	___
Travel/Mapping Software	___	___
Video Camera	___	___
Binoculars (waterproof)	___	___
Camera (waterproof)	___	___
Water Purifier	___	___

Automotive

31 (A/B). WHICH VEHICLES DO YOU OWN/PLAN TO BUY IN THE NEXT 12 MONTHS?

	A. OWN	B. PLAN TO BUY
Passenger Car	___	___
AWD/4WD Car	___	___
SUV	___	___
Compact/Mid-Size Pickup	___	___
Full-Sized Pickup	___	___
Minivan	___	___
Full-Sized Van	___	___
Hybrid Vehicle	___	___
None of These	___	___

Shopping and Buying Practices

32. DO YOU HAVE ACCESS TO THE INTERNET?

- yes
- no

33. HAVE YOU PURCHASED GEAR/SERVICES FROM THE INTERNET?

- yes
- no

34. DO YOU GO ONLINE FOR PADDLING INFO?

- yes
- no

35. HAVE YOU VISITED WWW.PADDLERMAGAZINE.COM?

- yes
- no

36. HAVE YOU VISITED WWW.AMERICANCANOE.ORG?

- yes
- no

37. WHAT'S YOUR FAVORITE PADDLESPTS WEBSITE?

Household Characteristics

38. MALE OR FEMALE?

39. WHAT IS YOUR AGE? _____

40. MARITAL STATUS?

- Married
- Single
- Widowed
- Divorced

41 A. CHILDREN IN HOUSEHOLD?

- yes (see below)
- no

41 B. AGES OF CHILDREN AT HOME

- 0 to 5
- 6 to 12
- 13 to 17
- 18 to 22
- 23 or older

42. CURRENT EMPLOYMENT STATUS?

- Full-Time
- Part-Time
- Disabled
- Retired
- Full-Time Student
- Homemaker
- Military
- Other

43. WHAT IS YOUR OCCUPATION? _____

44. HIGHEST LEVEL OF EDUCATION COMPLETED?

- High School or Less
- Graduated High School
- Attended College
- 2-Year Degree
- Graduated 4-Year College
- Post-Grad Study
- Master's
- Doctoral Degree

45. HOUSEHOLD INCOME

- less than \$15,000
- 15,000-24,999
- 25,000-34,999
- 35,000-49,999
- 50,000-74,999
- 75,000-99,999
- 100,000-199,000
- 200,000 or more

46. HOME OWNERSHIP

- yes
- no

47. VACATION PROPERTY?

- yes
- no

48. WHAT DO YOU LIKE MOST ABOUT PADDLER?

49. WHAT, IF ANYTHING, WOULD YOU LIKE TO CHANGE ABOUT PADDLER?



THANK YOU FOR YOUR INPUT.
 PLEASE RESPOND BY FEB. 15, 2007



NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES



BUSINESS REPLY MAIL

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