



Reading Habits

How thoroughly do you usually read [insert content name]?

- All (close to 100%)
- Most (about 75%)
- Some (25%-50%)
- Hardly Any (less than 25%)
- None

How often do you save an article, refer back to content or share it with others?

- Always
- Frequently
- Sometimes
- Never

How often do you visit [insert content website or profile page]?

- When I receive a new issue/newsletter
- Monthly
- Weekly
- Daily
- Never

What device do you prefer to use to read [insert content name]?

- Phone
- Tablet
- Computer
- Other (specify)



Topics of Interest

These topics appear frequently in [insert content name]. Please indicate which topics you would like to see more or less often.

Topic 1

- More of this type of content
- Less of this type of content
- I'm satisfied with the current amount of content

Topic 2

- More of this type of content
- Less of this type of content
- I'm satisfied with the current amount of content

Topic 3

- More of this type of content
- Less of this type of content
- I'm satisfied with the current amount of content

What topics could be added and/or what changes could be made to make [insert content name] more interesting?



Reader Satisfaction

Overall, how satisfied are you with [insert content name] based on the following criteria?

Timeliness of content

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

Relevance of content

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

Depth and insight of content

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

Variety of content

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

Overall design and look

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied



Demographics

(Consider making all questions optional)

Which gender identity do you most identify with?

- Male
- Female
- Transgender Male
- Transgender Female
- Gender-expansive
- Prefer not to answer

Which group best describes your age?

- 18-34
- 35-44
- 45-64
- 65+

Which level best describes your professional title?

- C-level
- President/Vice President/Senior Vice President
- Director
- Manager
- Individual Contributor