

Please complete the following questionnaire and return it to *Families First*, Mothers' Union, 24 Tufton Street, London SW1P 3RB. The information will help us to draw up a readership profile. This will help us to tailor the content of the magazine and to sell advertising. The information you give us will remain confidential and will not be passed on to third parties.

You may also email the completed form to us: familiesfirst@themothersunion.org

Are you

- Female Male

How long have you be reading *Families First*?

- Since January 2010
 Since January 2009
 Since it was launched in August 2008
 Before the relaunch, I was a *Home & Family* reader

What age group are you in?

- Under 25 25-35 36-45
 46-55 56-65 Over 65

How many other people read your copy of *Families First*?

Indicate what age group they are in

- Under 25 25-35 36-45
 46-55 56-65 Over 65

Are you?

- Single Married Divorced
 Separated Widowed

If you have children how old are they?

- Child Teenager Adult
 Adult/parent Adult/grandparent

Why do you buy *Families First*?

(Number the three main reasons)

- A Christian perspective on family life
 Encouragement for marriage
 Encouragement for parenting
 Encouragement for grandparenting
 Spiritual encouragement
 Ideas on how to support family life
 To give away to others
 To find out about Mothers' Union
 A wholesome alternative to other magazines

Which daily newspaper do you read, if any?

**Do you subscribe to other magazines/ periodicals?
If so, what?**

What is your church affiliation, if any?

- Anglican Baptist Methodist
 Roman Catholic Salvation Army New Church
 Other

How would you describe your theological outlook?

- High Church/ Catholic Middle of the road
 Evangelical Charismatic
 Don't know/ don't care!

What activities are you involved in within your church, if any?

- Mother's Union Children's work/ toddler group
 Worship Women's ministry
 Pastoral care Social action/ mission
 Catering Finance
 Youth ministry Prayer group
 Bible study group Home group
 PCC member Vicar/Minister/Priest
 Vicar/ Minister's spouse Elder/ Deacon/ leadership
 Other Curate/curate's spouse

Indicate how many *Families First* adverts you have responded to

- None One 1-5
 6-10 More than 10

Indicate how many Christian books, CDs, or DVDs you buy for yourself or as gifts in a year.

- None Up to 5
 6-10 More than 10

During the past two years have you altered your charitable giving?

- Down no change increased

How many Christian conferences/ retreats/ quiet days did you attend last year?

- None One 2-3
 4-5 More than 5

How many holidays/ short breaks did you take last year?

- None One 2-3
 4-5 More than 5

Do you buy fairly traded goods?

- Never rarely
 a few regular items whenever possible

Do you buy eco-friendly goods?

- Never rarely
 a few regular items whenever possible

List your three main hobbies/ pastimes

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