

ROCK & GEM READER SURVEY

Share your opinion with *Rock & Gem*! Take a moment to fill out this reader survey, photocopy or tear it out, and mail it to:

Rock & Gem Reader Survey

P.O. Box 6925, Ventura, CA 93006-9899

Or you can print a copy from our Web site, www.rockngem.com.

We appreciate your feedback.



Please tell us about yourself:

Sex

- Male Female

Age _____

What is the highest level of education you have attained?

- HS Graduate
 College Graduate
 Post College Degree
 Trade or Tech School

Have you taken a college-level earth science course?

- Yes No

What is your annual income?

- Under \$20K
 \$20K-\$30K
 \$30K-\$40K
 \$40K-\$50K
 \$50K-\$60K
 \$60K-\$70K
 \$70K-\$80K
 \$80K-\$90K
 \$90K-\$100K
 \$100K-\$110K
 \$110K-\$120K
 \$120K-\$130K
 \$130K-\$140K
 \$140K-\$150K
 Over \$150K

What is your marital status?

- Married Single

What is your occupation?

- Professional
 Retired
 Teacher
 Lapidary/Jewelry

How often do you use the Internet?

- Every day Weekly
 Monthly Never

How often do you use e-mail?

- Every day Weekly
 Monthly Never

Number your top five areas of interest (1-5):

- ___ Minerals and Mineral Collecting
___ Field Trips
___ Lapidary
___ Jewelry Making
___ Fossils and Fossil Collecting
___ Rockhound Museums and Vacation Destinations
___ Gem and Mineral Show Coverage
___ Geology and Earth Sciences
___ Gold Prospecting/Collecting
___ Faceting and Gemstones
___ Archeology
___ Projects/Educational
___ Mining and Mining History
___ Product Reviews and Evaluations

How would you rank your knowledge and experience in your area of greatest interest?

- Beginner
 Amateur
 Intermediate
 Advanced
 Expert
 Professional

How many years have you been involved in the hobby? _____

Are you a rock/gem/mineral/lapidary club member?

- Yes No

What is your rockhound level of experience?

- Beginner
 Amateur
 Intermediate
 Advanced
 Expert
 Professional
 No Longer Active

What is your primary purpose(s) in rockhounding?

- Build a Personal Collection
 Lapidary Uses
 Decorative/Art Uses
 Resale
 Display at Club Show
 Enjoyment/Recreation
 Teaching

What field trip planning sources do you use?

- Articles in *Rock & Gem*
 State Maps
 Books
 Friends
 Geological Maps
 Forest Service Maps
 Club Newsletters

What is the average distance of your field trips?

- Less than 100 miles
 100 to 200 miles
 Over 200 miles

Have you traveled outside the U.S. to acquire specimens?

- Yes No

What field specimens are you interested in?

- Gemstones
 Minerals
 Fossils
 Gold
 Silver
 Micro Mounts
 Agates
 Interesting Rocks

What hobby equipment do you own?

- Grinder/Polisher
 Slab/Trim Saw
 Gold Panning Equipment
 Metal Detector
 Tumbler
 Faceting Equipment
 Rockhounding Tools
 Vibrating Table
 Flat Lap
 Other Equipment

What is the value of the hobby equipment you currently own?

- Less than \$100
- \$100 to \$300
- \$300 to \$500
- \$500 to \$1,000
- Over \$1,000

Where did you purchase the equipment you own?

- Magazines or Mail Order in Magazines
- Store
- Rock and Gem Show Dealers
- Catalogs
- Bought Used/Estate Sales
- Traded
- Internet

Do you plan to purchase equipment in the next year?

- Yes No

What equipment do you plan to buy?

- Slab/Trim Saw
- Metal Detector
- Grinder/Polisher
- Other Equipment or Tools

Where do you plan to purchase equipment?

- Magazines or Mail Order in Magazines
- Rock and Gem Show Dealers
- Catalogs
- Store
- Internet
- Trade
- Don't Know Yet

How much do you spend on equipment/supplies per year?

- Less than \$200
- \$200 to \$400
- \$400 to \$600
- \$600 to \$800
- \$800 to \$1,000
- Over \$1,000

How do you acquire your gem and mineral specimens?

- Field Trips
- Purchase at Shows
- Purchase/Trade with Friends
- Purchase at Retail
- Purchase through Magazine Ads
- Internet
- Used/Auctions

How much do you spend on specimens each year?

- Less than \$100
- \$100 to \$200
- \$200 to \$400
- \$400 to \$600
- \$600 to \$800
- \$800 to \$1,000
- Over \$1,000

How many pounds of specimens do you field collect each year? _____

How do you acquire your lapidary rough?

- Collect
- Purchase
- Trade

How do you acquire gemstone settings?

- Purchase Make My Own

Have you attended a rock/gem/mineral show in the past two years?

- Yes No

How long have you read *Rock & Gem*? _____

How long have you subscribed to *Rock & Gem*? _____

How many people besides you read this copy of *Rock & Gem*? _____

What are their ages? _____

What other magazines do you read on a regular basis? _____

If you answered "none" to the previous question, why?

- The other magazines don't cover my interests.
- The other magazines aren't as good.
- The other magazines are too expensive.
- The other magazines are hard to find.
- I am not interested in any other magazines.
- The other magazines have changed their editorial.
- The other magazines don't have products that I am interested in.

How do you rate the recent artistic changes to *Rock & Gem*?

- They enhance the magazine.
- I haven't noticed.
- I find them distracting.

What kinds of articles would you like to see more of in *Rock & Gem*?

- Field Trips
- How-Tos
- Lapidary
- Jewelry Making
- In-Depth Minerals
- Product Evaluations
- News
- International

With 1 being Not Useful and 5 being Very Useful, how useful/helpful do you find *Rock & Gem's* regular columns? (circle the number)

All She Wrote
1 2 3 4 5

Craftsman of the Month
1 2 3 4 5

Field Notes
1 2 3 4 5

Many Facets
1 2 3 4 5

On the Rocks
1 2 3 4 5

Off the Dop
1 2 3 4 5

Picks & Pans
1 2 3 4 5

Rock Science
1 2 3 4 5

Shop Talk
1 2 3 4 5

Show Dates
1 2 3 4 5