

Readership Survey Questionnaire

Dear Reader

Thank you for your sincere and continued support for all these years. We need it in the coming years also.

And, we welcome you to *Health Action* Readership Survey! The survey aims at seeking your opinion and suggestions on the look, content and presentation of the magazine. Your feedback will help us to present a better and improved product. We are just asking for a few moments of your precious time.

Those who send responses through post may choose the relevant letter (a,b,c,d... And put mark) and put it against each question.

Those who send responses through email may write down the right answer (a,b,c,d...) against each question.

1. State (Name of the state you live in
.....)
2. Location: Urban (a) Rural (b)
3. Age: 15 to 17 years (a) 18 to 25 years (b)
25 to 35 years (c) 36 to 45 years (d)
46 to 55 years (e) 56 and above (f)
4. Sex: Male (a) Female (b)
5. Educational Qualification:
Plus two (a) Graduation (b) Postgraduation (c)
6. Profession: Housewife (a) Student (b) Doctor (c)
Nurse (d) Paramedic (e) Social Worker (f)
Religious (g) Others(h)
7. How frequently do you read *Health Action*?:
Regularly (a) Sometimes (b)
8. Do you subscribe to the magazine ? Yes (a) No (b)
9. If yes, since how long ?
Less than 6 months (a) 6 months to 1 year (b)
1 year to 3 years (c) More than 3 years (d)
- 10.If you are not a subscriber, where do you read the magazine?
At the hospital (a) Office (b) Library (c)
Any other (please specify).....
- 11.Is the subscription affordable? Yes (a) No (b)
- 12.Why do you read “*Health Action*”?
To update knowledge/skills (a)
To get an alternative viewpoint about health (b)
To help in the promotion of community health (c)
- 13.*Health Action* has certain regular columns.
Could you mark the ones you read?

	Regularly	Sometimes	Never
Cover Story	(a)	(b)	(c)
Nutrition/Diet	(a)	(b)	(c)
Emotional/Psychological Health	(a)	(b)	(c)

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|---------------------------------|-----|-----|-----|
| Nature Cure | (a) | (b) | (c) |
| Health Bits | (a) | (b) | (c) |
| Alternative Systems of Medicine | (a) | (b) | (c) |
| Mother and Child Health | (a) | (b) | (c) |
| Environment | (a) | (b) | (c) |
| Any other (please specify)..... | | | |

14.What are your opinions/comments regarding the following?

	Good	Average	Needs improvement
Cover Story	(a)	(b)	(c)
Nutrition/Diet	(a)	(b)	(c)
Emotional/Psychological Health	(a)	(b)	(c)
Nature Cure	(a)	(b)	(c)
Health Bits	(a)	(b)	(c)
Alternative Systems of Medicine	(a)	(b)	(c)
Mother and Child Health	(a)	(b)	(c)
Environment	(a)	(b)	(c)
Any other (please specify).....			

15.How do you find the articles in terms of language and readability?

	Yes	No	No opinion
Easy to follow	(a)	(b)	(c)
Lengthy articles	(a)	(b)	(c)
Detailed coverage	(a)	(b)	(c)
Too technical language	(a)	(b)	(c)
Adequate visuals	(a)	(b)	(c)

16.The changes you would suggest to improve the content and make it more interesting would be in terms of

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|----------------------------------|-----|-----|
| (a) Information | (b) | (c) |
| Presentation (d) Photographs (e) | | |
| Any other (please specify)..... | | |

17.Apart from the regular content, any additional or new feature you would like to see in *Health Action*?

You may send your responses through postal mail to.
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 Through email to: healthaction@hafa-india.org,