

Paper Crafts 2009 Reader Survey

It's our 5th birthday and we'd like you to give us the gift of your valuable feedback. We want to know everything—from your personal paper crafting style to what products you use most frequently and why. We'd also like to know what you like about our magazine and what you want to see included more often.



Because we appreciate your time in completing the survey, ten random respondents will each receive a Purple Cows Ultimate Trimmer II valued at \$79.95. Help us keep *Paper Crafts* the best source of inspiration it can be by sharing your thoughts with us today!

You can also fill out our 2009 reader survey online at www.PaperCraftsMag.com. All mailed entries must be post-marked by January 13, 2009 and the online survey will close at 5pm MST on January 17, 2009.

1 Where do you get your copy of *Paper Crafts*? (choose one)

- I subscribe
- I buy it at a chain craft store (i.e., JoAnn's, Michaels, Hobby Lobby)
- I buy it at a major retailer (i.e., Albertson's, Wal-Mart)
- I buy it at my local scrapbook store
- I buy it at a bookstore (i.e., Barnes & Noble, Borders)
- I receive it as a pass along from a friend, neighbor, or family member
- I read it at the library
- Other: please specify _____

2 If you subscribe to *Paper Crafts*, how long have you subscribed? (choose one)

- Less than a year
- 1 year
- 2 years
- 3 years
- 4+ years

3 If you buy *Paper Crafts* magazine on the newsstand, what is the one deciding factor that most influences your purchase? (choose one)

- The number of projects/ideas in the issue
- Project ideas for specific holidays or occasions (i.e. Christmas, Valentine's Day, Mother's Day, new babies, graduations, thank you, etc.)
- Projects shown on the cover
- Specific techniques shown or taught (i.e. stamping, embossing, etc.)
- Other: _____

4 If you keep your back issues of *Paper Crafts* on hand for ideas, how long do you keep them? (choose one)

- Less than a year
- 1-2 years
- 2-4 years
- 4+ years
- Never discard or recycle them

5 What holidays and/or occasions do you create handmade cards for? (select all that apply)

- 4th of July
- Easter
- Father's Day
- Hanukkah
- Mother's Day
- Passover
- St. Patrick's Day
- Valentine's Day
- Birthday
- Friendship
- Graduation
- Love
- New baby
- Thank you
- Thinking of you/Just Because/All Occasion
- Other: please specify _____
- Christmas
- Encouragement
- Halloween
- Kwanzaa
- New Year's
- Rosh Hashanah
- Thanksgiving
- Anniversary
- Congratulations
- Get Well
- Hello
- Miss You
- Sympathy
- Wedding

6 Who do you make cards for? (select all that apply)

- Card swap groups
- Church
- Customers/Craft Fairs
- Friends
- Neighbors
- Other: please specify _____
- Children
- Co-workers
- Family
- Husband/significant other
- Teachers/coaches

7 What type of projects do you most often make? (select your top five choices)

- Altered books
- Frames
- Home décor
- Party ensembles
- Digital projects (items made mostly with a computer)
- Small albums and mini-albums
- Gift wrap, bags, or boxes
- Tags
- Other: please specify _____
- Cards
- Gifts
- Jewelry
- Scrapbook layouts

8 What techniques or products do you most often use when paper crafting? (select all that apply)

- Acrylic
- Collage
- Digital elements
- Dry embossing
- Heat embossing
- Layering
- Painting
- Quilling
- Rub-ons
- Stamping with clear stamps
- Stamping with rubber stamps
- Stickers
- Other: please specify _____
- Chipboard
- Die cuts
- Distressing
- Fasteners/brads
- Inking/aging
- Markers/specialty pens
- Photos
- Ribbon
- Sewing/stitching

9 If you stamp on projects, what do you stamp? (select all that apply)

- Alphabets
- Entire project
- Sentiments
- Other: please specify _____
- Backgrounds
- Images

10 Which of the following would best describe your paper crafting style? (choose one)

- Artistic
- Fun and cute
- Vintage/collage
- Classy/elegant
- Simple

11 How many paper crafting projects did you work on or complete in the last 12 months? (choose one)

- Fewer than 10 projects
- 10-25 projects
- 26-50 projects
- 51-75 projects
- 76-100 projects
- More than 100 projects

12 What factors affect your decision to re-create a project you see in *Paper Crafts* magazine? (choose your top three)

- I have the supplies on hand already
- It's my style or a style that inspires me
- It's something I've never tried before
- The number of steps
- The project matches the style and/or personality of the recipient
- The supplies are affordable
- The supplies featured on it are the latest products
- The supplies used are available in my area

13 Rank the following according to what you use most to recreate the projects in *Paper Crafts*, where 1 is most often and 3 is least often.

- Instructions
- Photo(s) of the project
- Supply list

14 If you had to choose between larger photos or more detailed instructions, which would you choose? (choose one)

- Larger photos
- More detailed instructions

15 Select your two favorite *Paper Crafts* columns.

- The Joy of Card Making
- Moxie Fabs
- Paper Crafts 101
- Photo Finish
- Get Inspired

16 Select your three favorite *Paper Crafts* departments.

- Editor's Note
- Paper Crafts Connection
- Online Corner
- Ask the Pros
- Tips, Tools & Techniques
- Simple Sentiments

17 Rank the following as to which would most interest you as new columns in *Paper Crafts*. (5=most interested, 1=least interested)

- Digital paper crafting
- Home décor projects
- Masculine projects
- Scrapbooking layouts
- Using unique color combinations

18 What would you like to see more of in *Paper Crafts*? (choose one)

- Contests
- Links to bonus online content or more detailed instructions
- Latest products
- Non-instructional articles
- Projects (cards, tags, bags, mini-albums, etc.)
- Scrapbook layouts
- Techniques
- New styles and color trends
- Other: please specify _____

19 How often do you visit the *Paper Crafts* web site? (choose one)

- Daily
- A few times a week
- Weekly
- A few times a month
- Rarely

20 What parts of the *Paper Crafts* web site do you visit most often? (choose three)

- Blog
- Contests page
- Downloads (patterns, etc.)
- Gallery
- Message board
- Projects
- Shopping pages
- Submit Your Work page
- Swaps

21 What other web sites do you visit regularly (at least once a week)? (Select all that apply)

- Better Homes & Gardens
- Creating Keepsakes
- Digital Scrapbooking
- Family Fun
- Mary Engelbreit's Home Companion
- Martha Stewart
- Oprah
- Scrapbooks, Etc.
- Simple Scrapbooks
- Split Coast Stampers
- Two Peas in a Bucket
- Other: please specify _____

22 Do you have a blog?

- Yes
- No

23 Do you read any blogs? If no, please skip to question 27.

- Yes
- No



24 If you read any blogs, how often do you spend time reading them?

- Daily Weekly
 Monthly

25 If you read any blogs, how many do you read regularly?

- Less than 5
 5-10
 10-20
 More than 20

26 If you read any blogs, do you use a feed reader or blog subscriber service?

- Yes No

27 How often do you use your computer for paper crafted projects? (choose one)

- Always
 Once in awhile
 Seldom
 Never

28 If you use a computer for your projects, what types of things do you use it for? (select all that apply)

- Journaling
 Make complete projects (such as cards, tags, gift wraps)
 Photo manipulation
 Print patterned paper
 Sentiments/fonts
 Use digital kit elements
 Visit websites for inspiration
 Other: please specify _____

29 Which other crafts or hobbies do you participate in and how often?

	Daily	Weekly	2X month	Monthly	Randomly	Never
Beading/Jewelry making	_____	_____	_____	_____	_____	_____
Cooking	_____	_____	_____	_____	_____	_____
Crochet	_____	_____	_____	_____	_____	_____
Cross-stitch	_____	_____	_____	_____	_____	_____
Decorative painting	_____	_____	_____	_____	_____	_____
Embroidery	_____	_____	_____	_____	_____	_____
Floral arranging	_____	_____	_____	_____	_____	_____
Gardening	_____	_____	_____	_____	_____	_____
Knitting	_____	_____	_____	_____	_____	_____
Photography	_____	_____	_____	_____	_____	_____
Quilting	_____	_____	_____	_____	_____	_____
Scrapbooking	_____	_____	_____	_____	_____	_____
Sewing	_____	_____	_____	_____	_____	_____

30 Which of the following *Paper Crafts* special issues have you purchased? (choose all that apply)

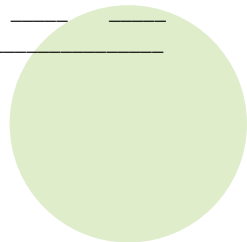
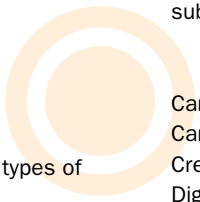
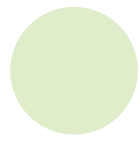
- Baby Creations
 Card Creations
 Card Creations: Quick & Easy
 Cards, Gifts & More: Paper Crafting 3 Ways
 Gifts from the Heart
 Holiday Cards & More
 Paper Crafting with Kids
 Paper Crafting with Photos
 Paper Crafts 101
 Room to Room
 Scrapbook to Cards
 Stamp It!
 Stamp It! Cards
 You Go, Girl!

31 Which of the following magazines do you read and/or subscribe to?

	Subscribe	Always Buy	Occasionally Buy	Never Buy
CardMaker	_____	_____	_____	_____
Cards	_____	_____	_____	_____
Creating Keepsakes	_____	_____	_____	_____
Digital Scrapbooking	_____	_____	_____	_____
Memory Makers	_____	_____	_____	_____
Paper Creations	_____	_____	_____	_____
Paper Made Easy	_____	_____	_____	_____
Paper Trends	_____	_____	_____	_____
Scrapbooks, Etc.	_____	_____	_____	_____
Scrap & Stamp Arts	_____	_____	_____	_____
Simple Scrapbooks	_____	_____	_____	_____
Other: please specify _____	_____	_____	_____	_____

32 Which of the following non-paper crafting magazines do you read and/or subscribe to?

	Subscribe	Always Buy	Occasionally Buy	Never Buy
Better Homes & Gardens	_____	_____	_____	_____
Domino	_____	_____	_____	_____
Everyday with Rachael Ray	_____	_____	_____	_____
Family Fun	_____	_____	_____	_____
Good Housekeeping	_____	_____	_____	_____
Martha Stewart Living	_____	_____	_____	_____
Mary Engelbreit's Home Companion	_____	_____	_____	_____
O Magazine	_____	_____	_____	_____
Real Simple	_____	_____	_____	_____
Taste of Home	_____	_____	_____	_____
Other: please specify _____	_____	_____	_____	_____



33 What is your paper crafting skill level? (choose one)

- Beginner
- Intermediate
- Advanced

34 How long have you been paper crafting? (choose one)

- Less than 6 months
- 6 months to a year
- 1 to 2 years
- 3 to 5 years
- 5 or more years

35 Are you on a scrapbook or paper craft design team?

- No
- Yes

36 Are you:

- Female
- Male

37 How old are you?

- 12 or younger
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

38 What is your marital status?

- Divorced
- Married
- Single
- Widowed

39 I have: (choose all that apply)

- Children living at home
- Children not living with me
- Grandchildren
- No children
- Pets

40 What is your level of education?

- High school graduate
- Attended college
- College graduate
- Post-graduate degree
- None of the above

41 What is your household's average income?

- Under \$25,000
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$64,999
- \$65,000 - \$79,999
- \$80,000 - \$100,000
- Over \$100,000

42 How much money have you spent on paper crafting supplies in the past 12 months? (choose one)

- \$1 - \$49
- \$50 - \$99
- \$100 - \$149
- \$150 - \$199
- \$200 - \$299
- \$300 - \$399
- \$400 - \$499
- \$500 - \$1000
- \$1000 - \$1500
- \$1500 or more

43 Which of these best describes you? (choose one)

- Disabled
- Full-time student
- Homemaker/housewife/volunteer
- Part-time student
- Retired
- Stay-at-home parent/grandparent
- Work full-time
- Work part-time
- Other: please specify _____

Please mail your completed survey to *Paper Crafts* 2009 Reader Survey, 14850 Pony Express Road, Bluffdale UT 84065. *Note: to be eligible to win the Purple Cows Ultimate Trimmer II, be sure your survey is postmarked no later than January 13, 2009 and include your contact information (name, address, and phone number) with the survey.* If you would prefer not to provide your contact information, we would still love to hear from you without entering you in the drawing.

Name: _____

Address: _____

Email address: _____