

defence family matters - online extra

dfm 2008 Survey results

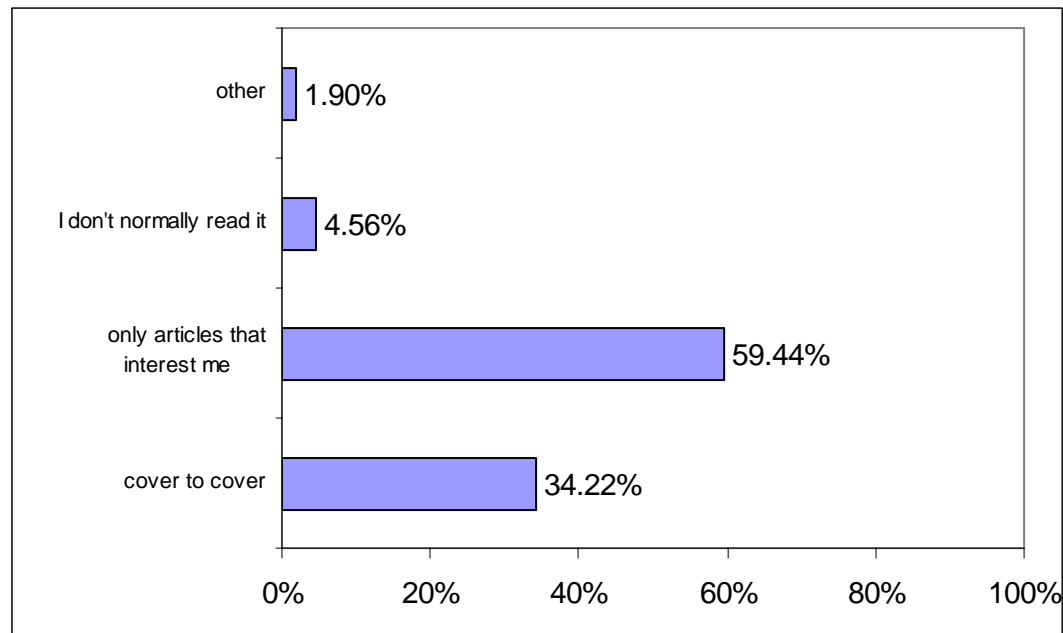
Background: In the final phase of the Winter edition we decided to run a survey, along the lines of the 2004 survey, to determine how well dfm was achieving its mission of informing readers and/or topics that were presented.

A total of 28,000 survey forms were distributed. As at 11 September 2008, there had been 804 responses (as compared to 2004 when there were around 590 responses). The 804 responses represent a 2.87% survey response rate. Industry standard for publication survey responses returned is around 2%.

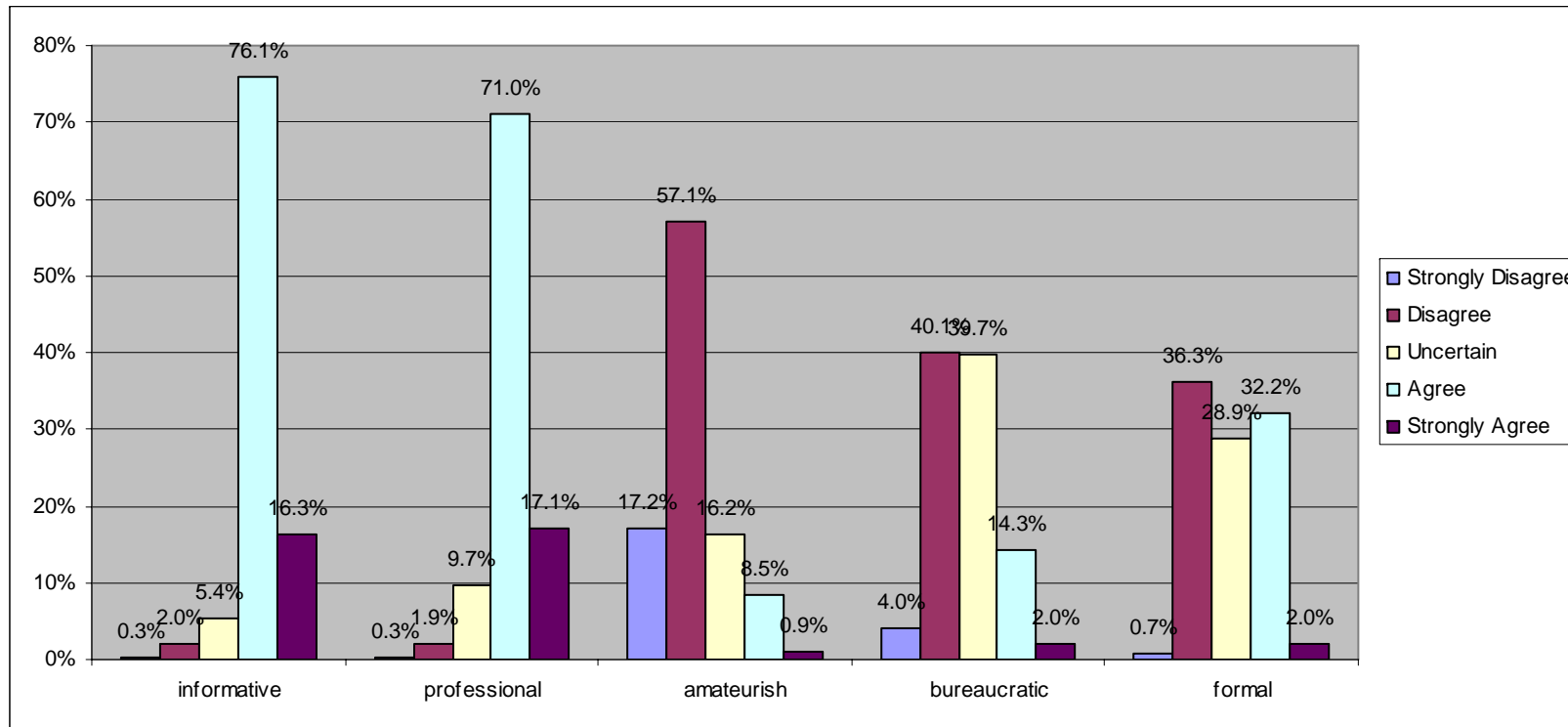
We are currently in the process of evaluating the below data and seeing how we can apply it to future editions.

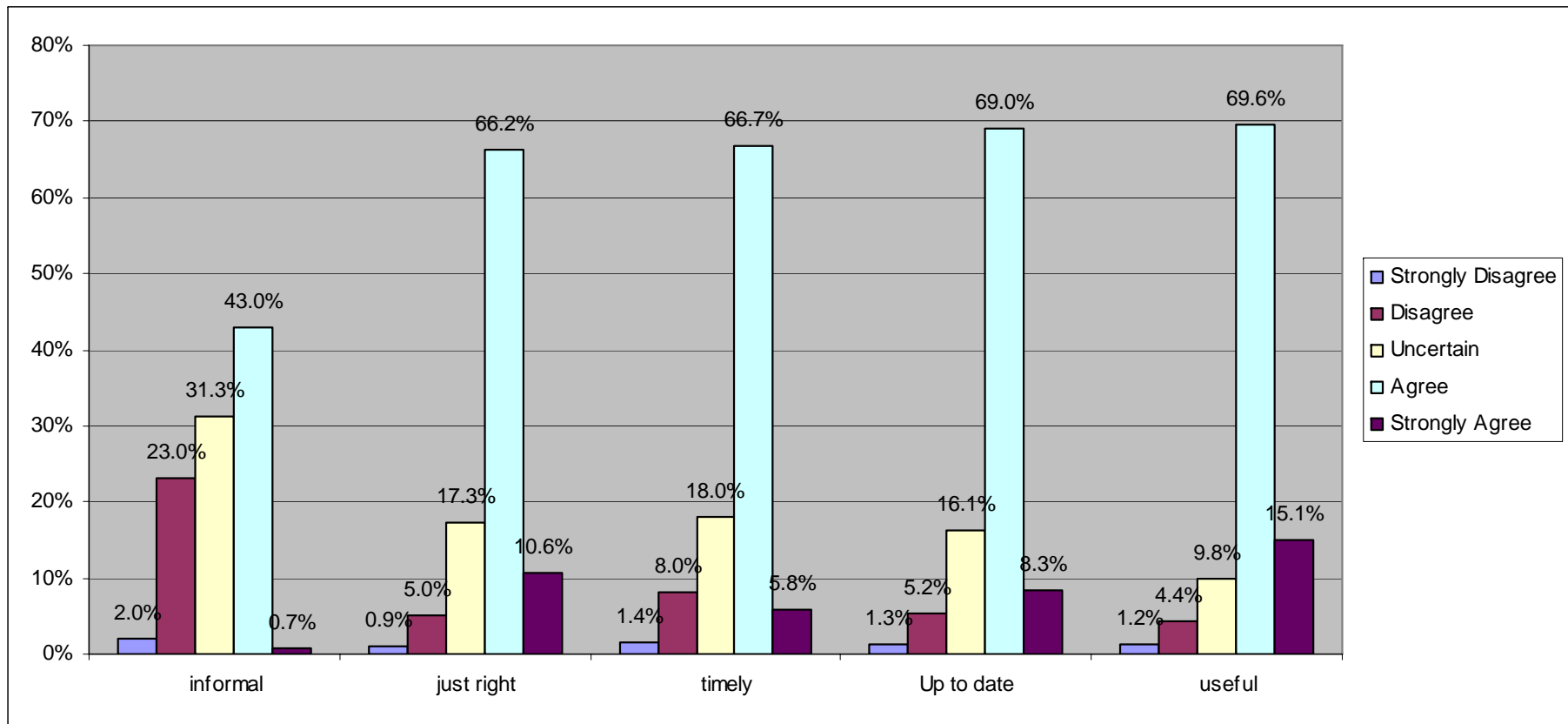
A big thanks to all those who took the time to send in a response!

Q1. On average, how much of the dfm would you normally read? (786 responses)

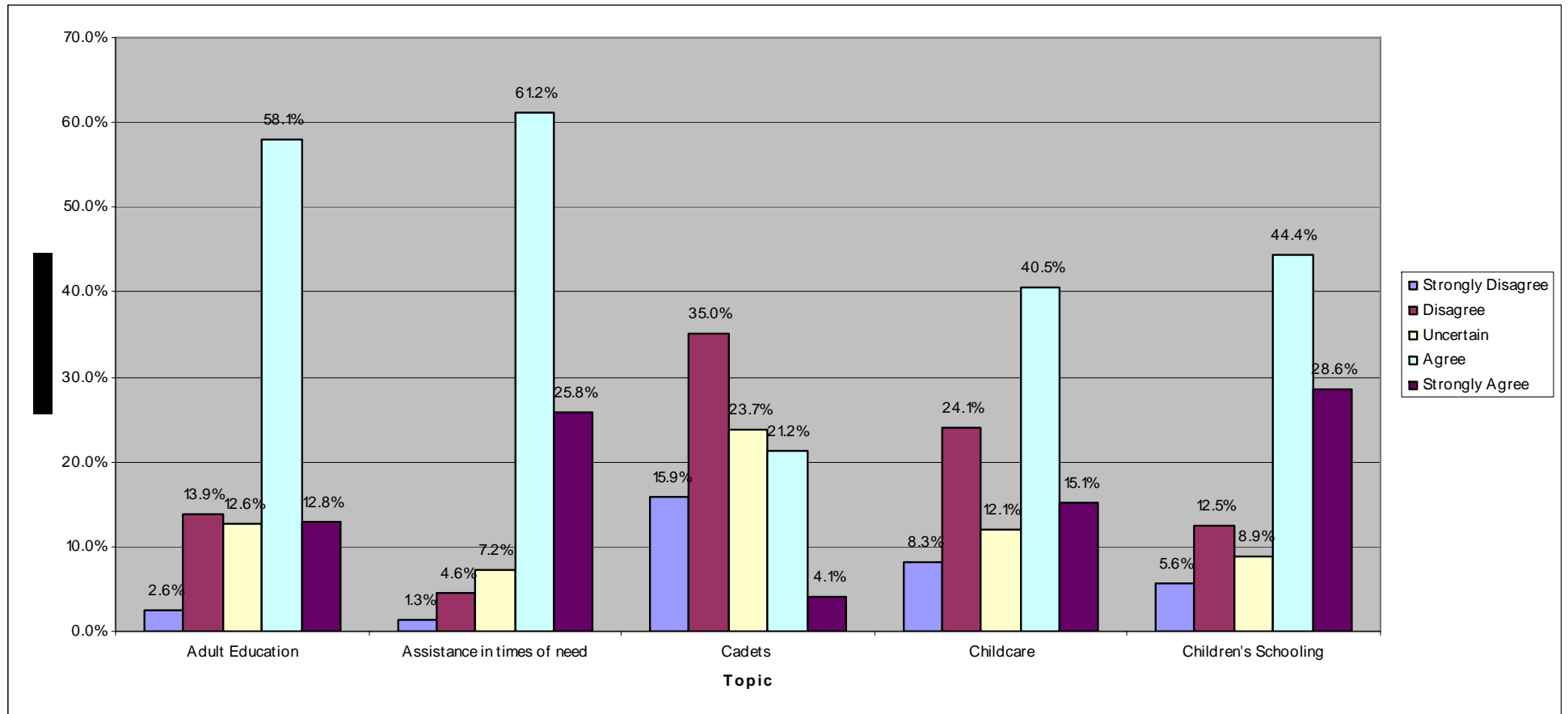


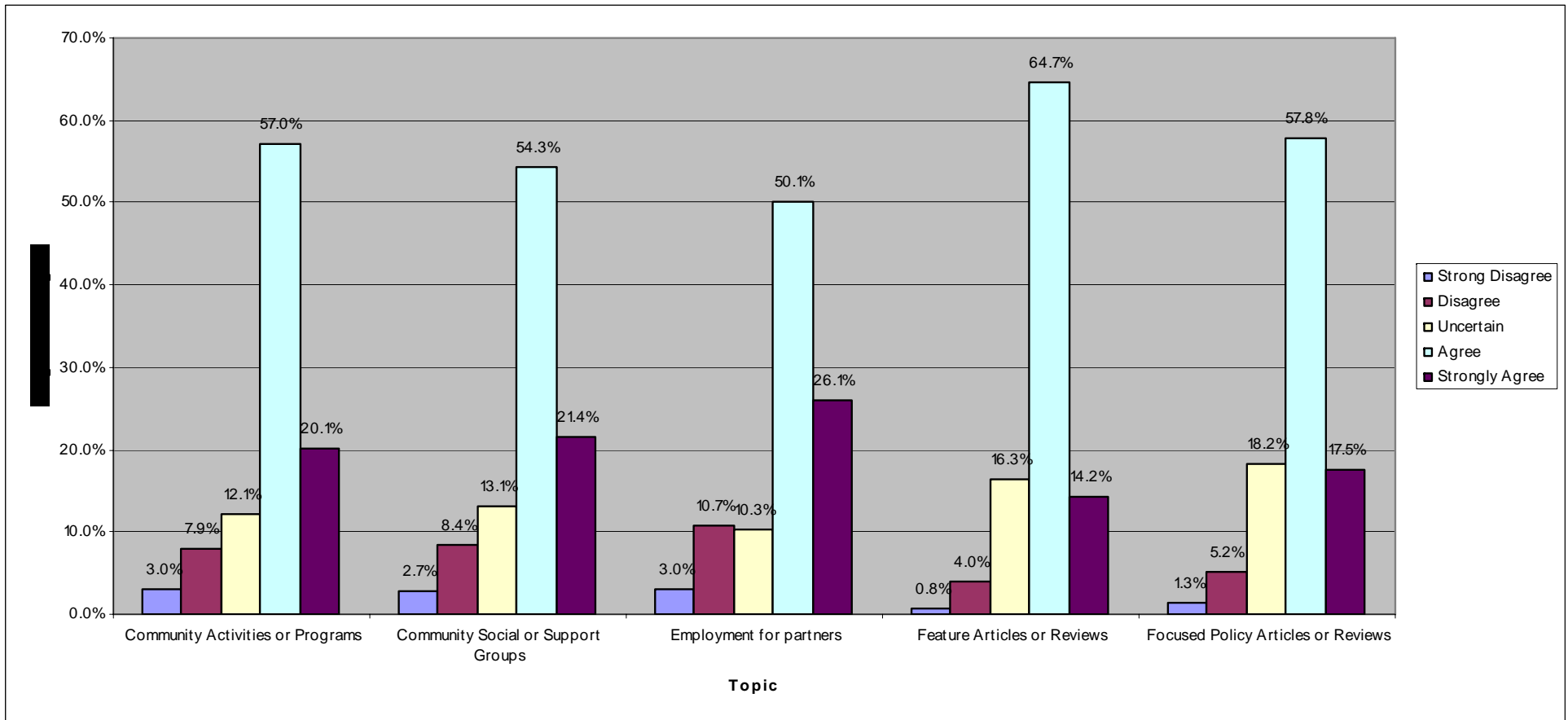
Q2. To what extent do you agree that the articles in dfm are... (789 responses)

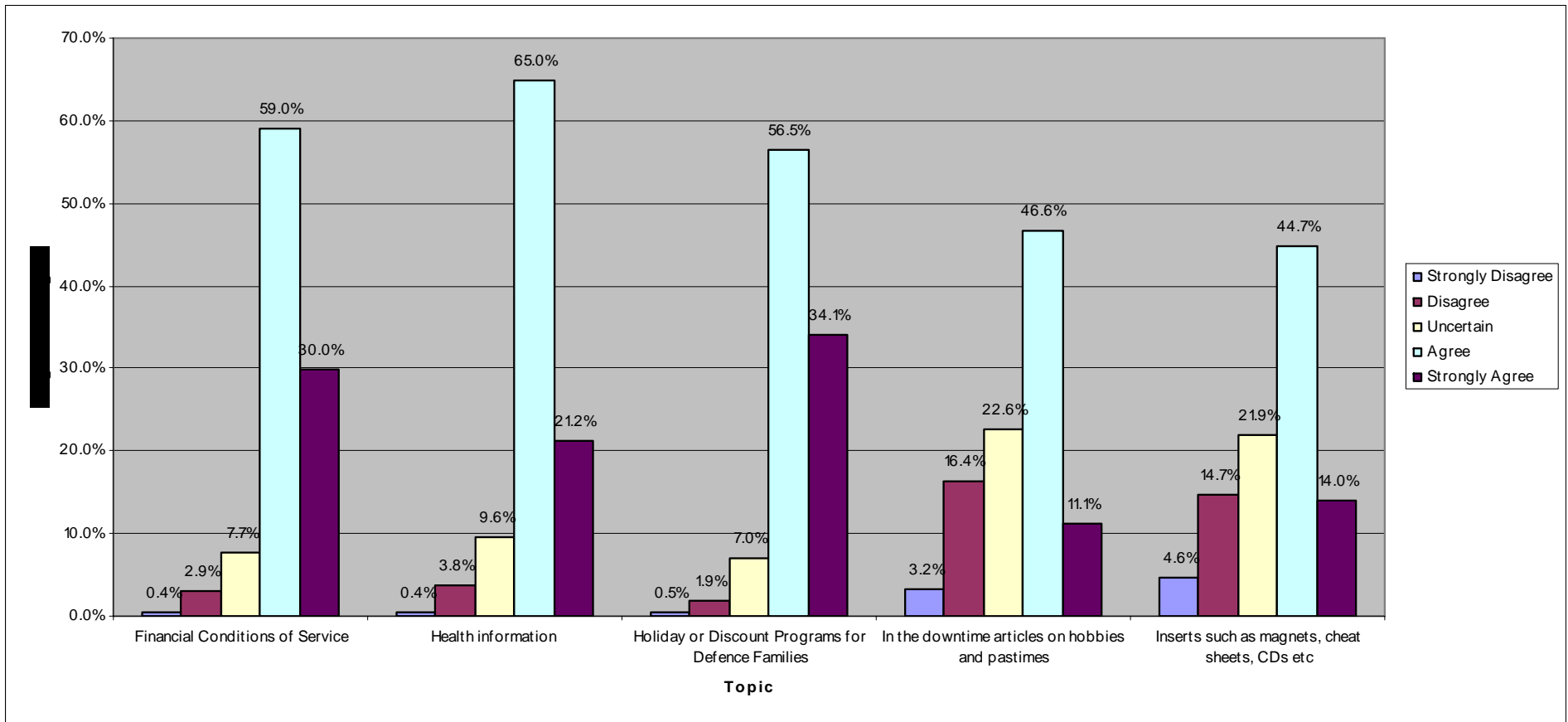


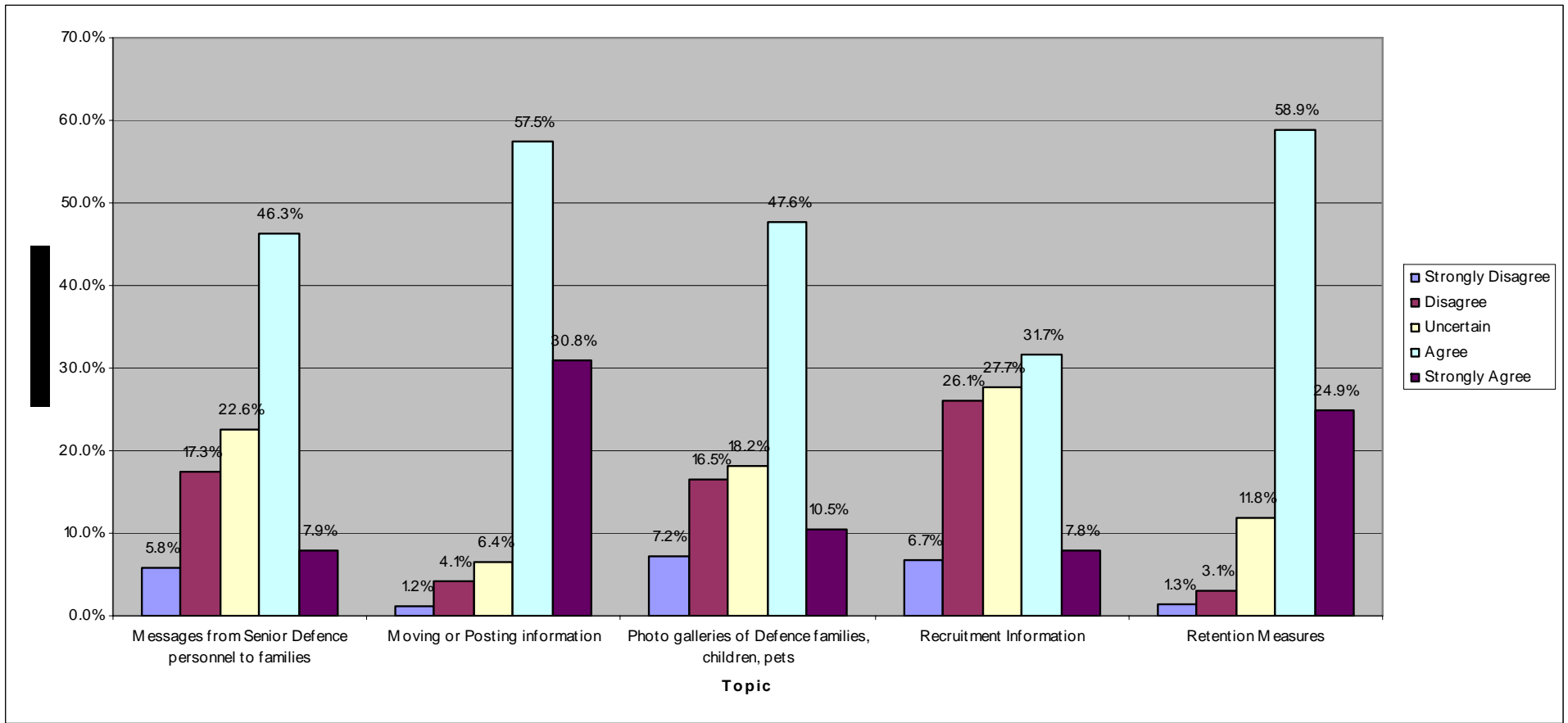


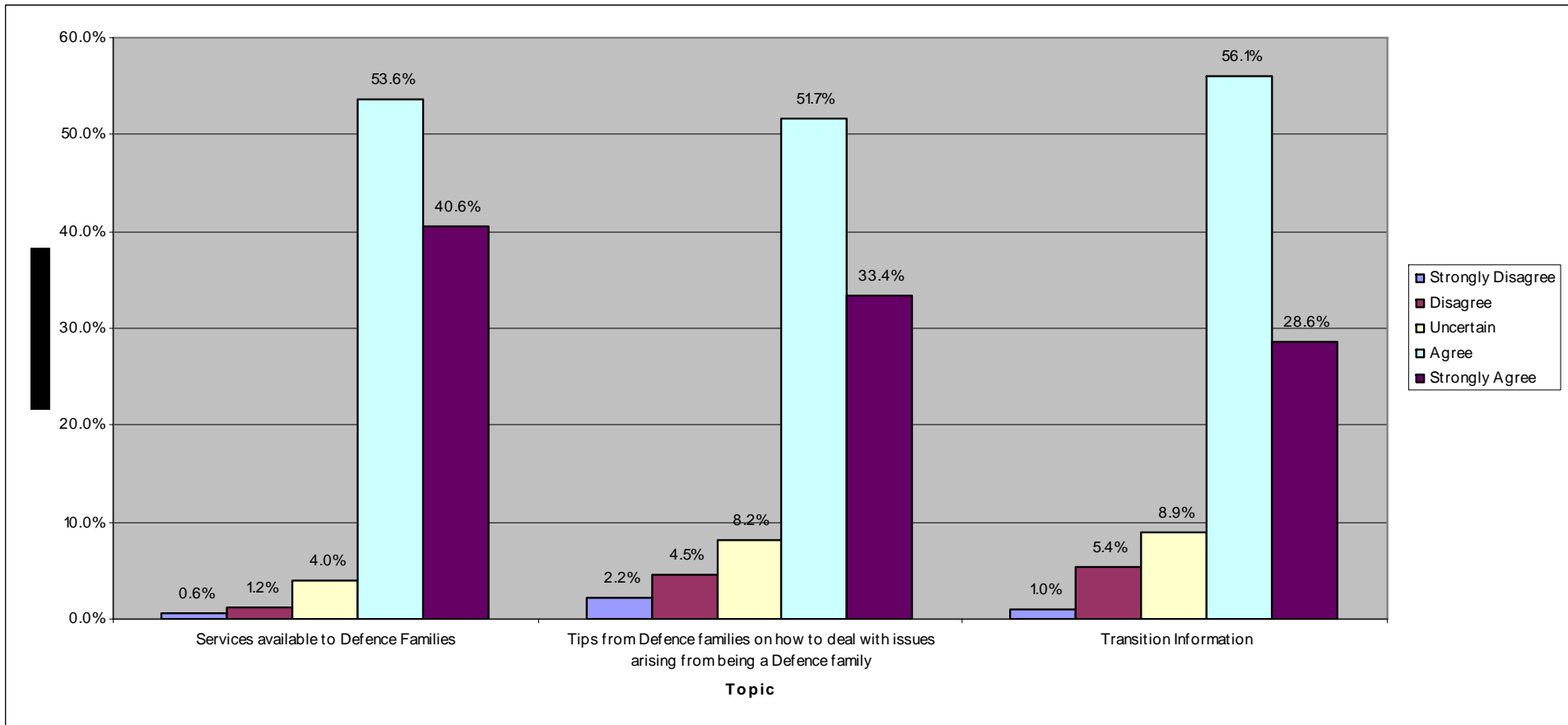
Q3 To what extent do you agree that the following topics are of interest to you...(791 responses)



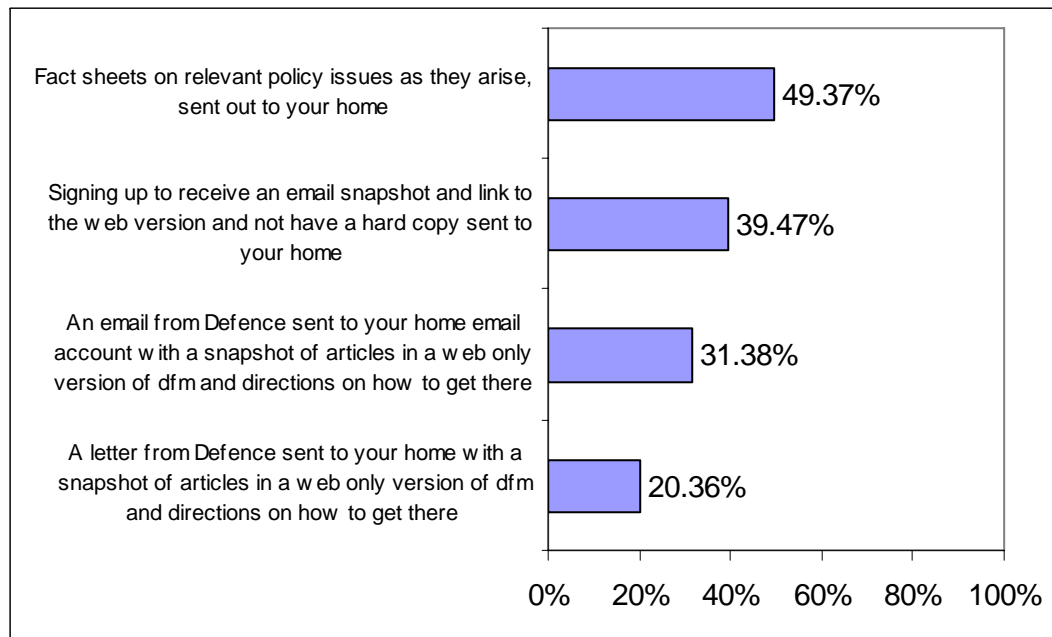




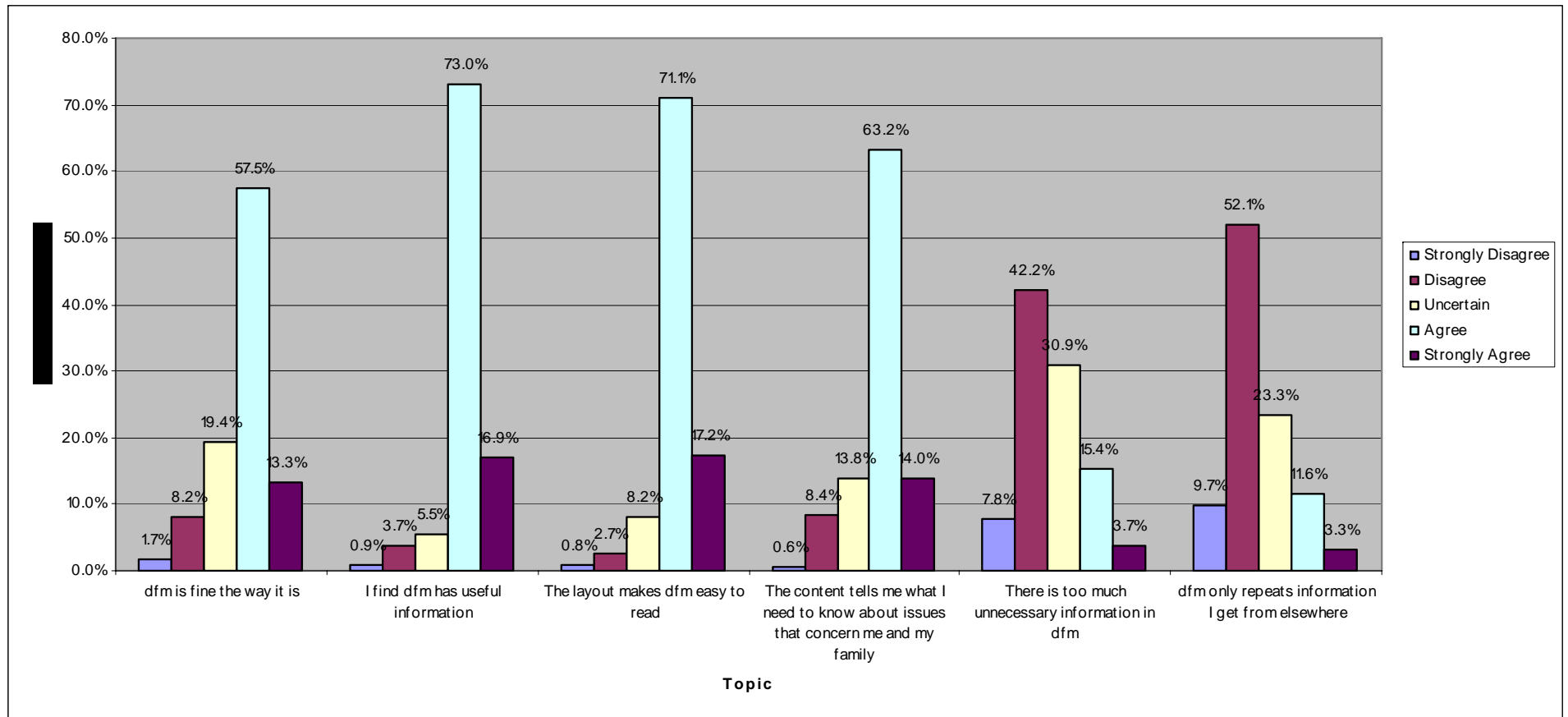


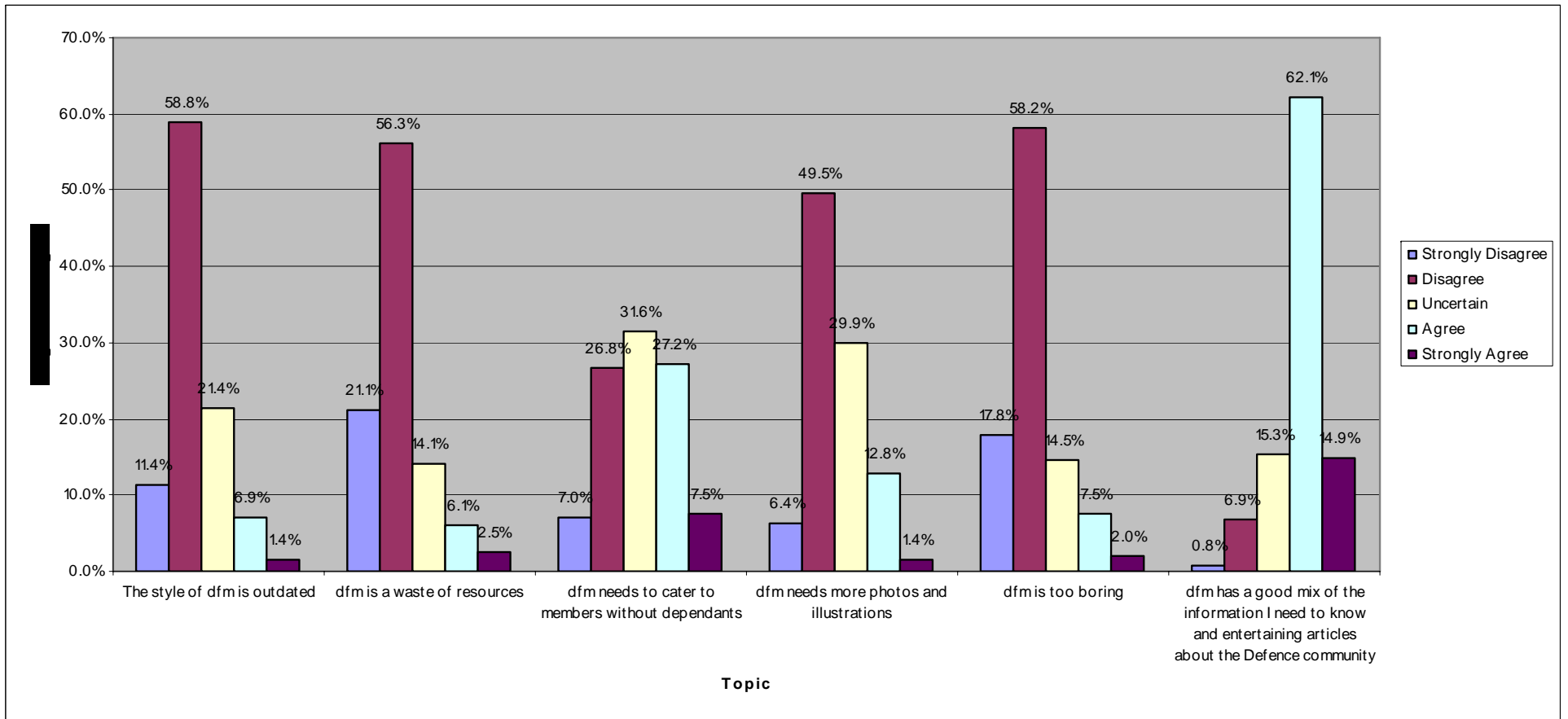


Q4 dfm is currently in the process of exploring other ways of disseminating information to our readers. Below is a list of possible options. Please select those that you believe would appeal to you... (717 responses)



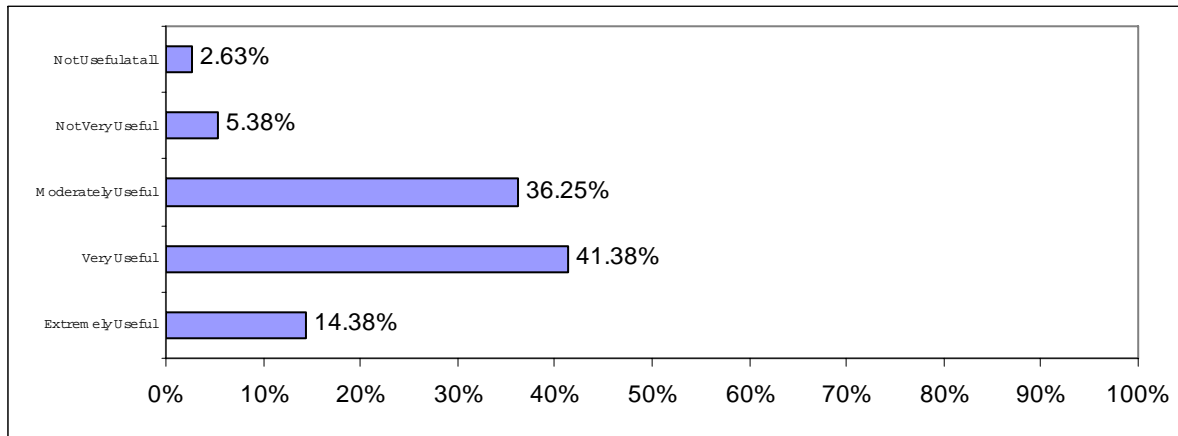
Q5 To what extent do you agree with the following statements about dfm...(791 responses)



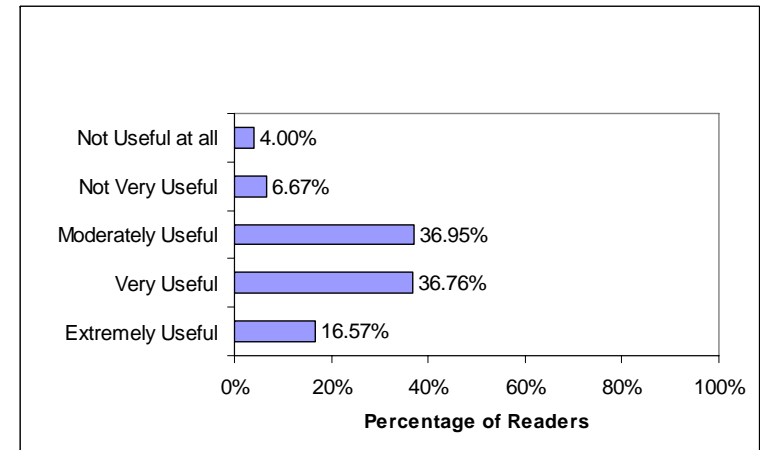


Q6 Overall how do you rate dfm as a useful publication? (796 responses)

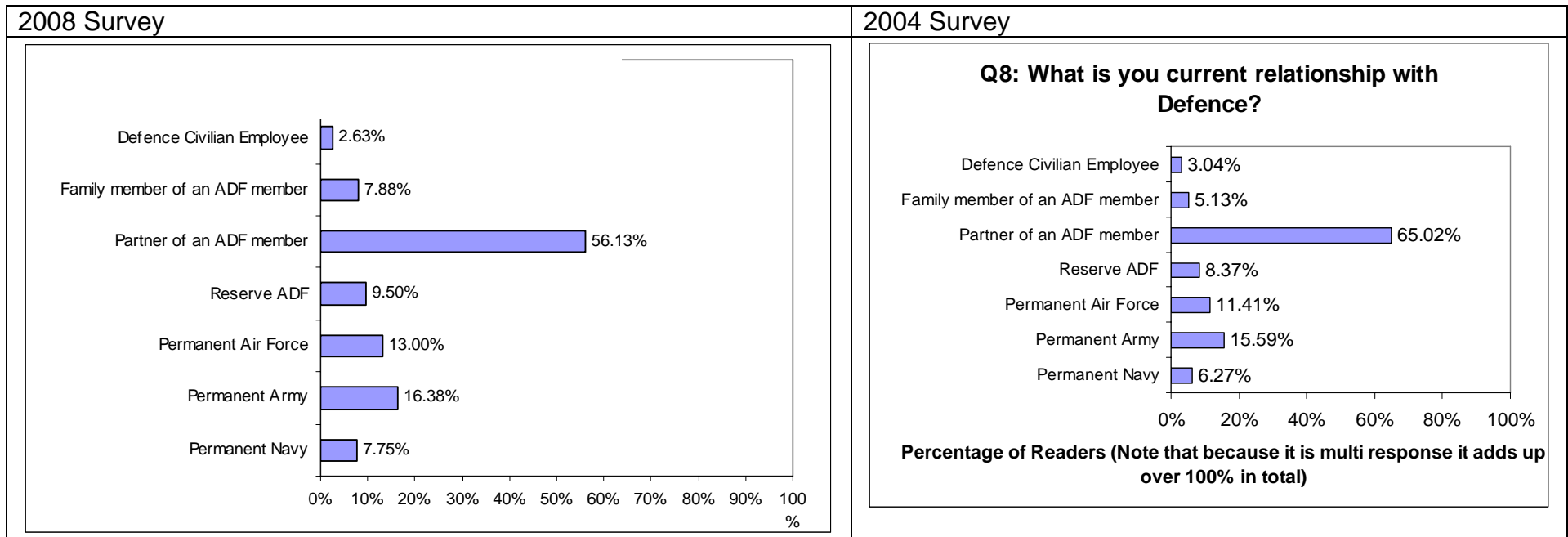
2008 Result



2004 Result



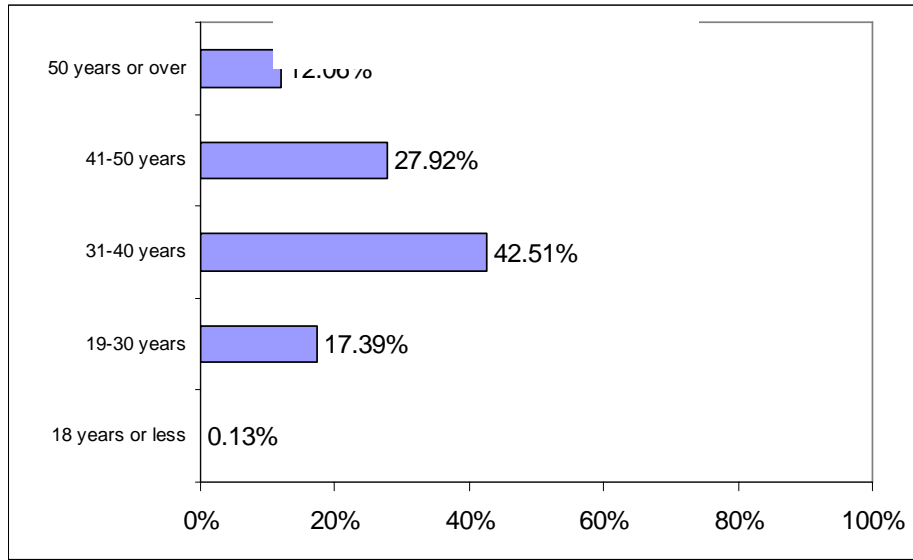
Q7 What is your current relationship with the Department of Defence? (please all that apply)



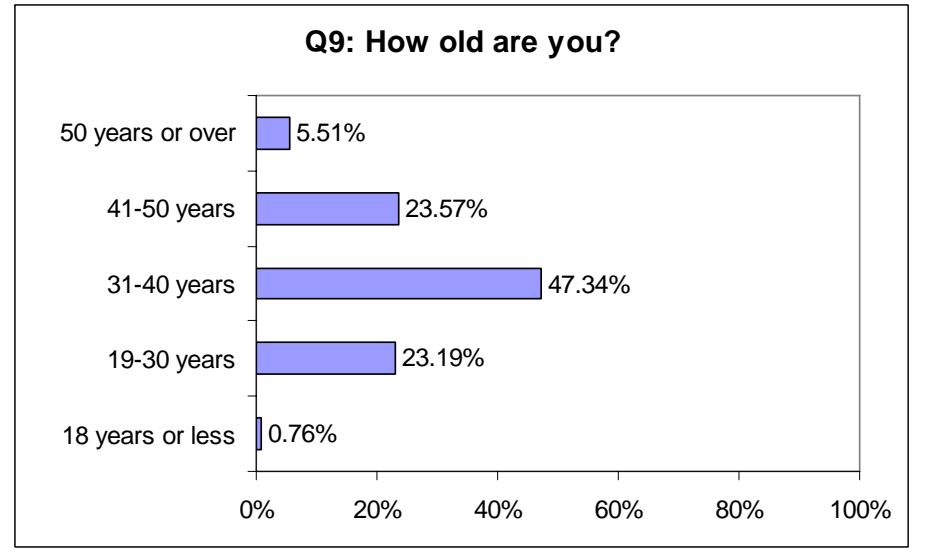
'Other' field was added to this survey to capture anyone who did not meet the criteria from 2004. The demographics have not changed significantly. The magazine is aimed at both the ADF members and their partners.

Q8 How old are you?

2008 Survey

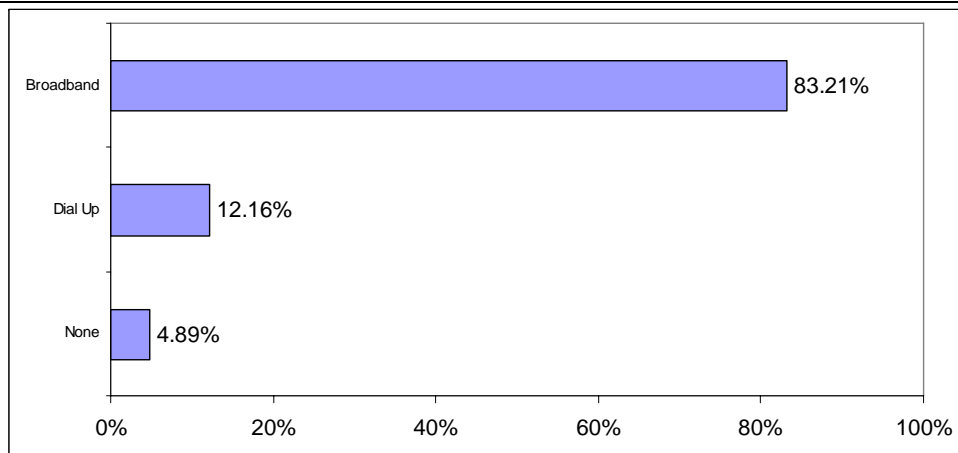


2004 Survey



Q9 Do you have the internet in the home?

2008 Survey



2004 Survey (question was Do you have Internet access at home?)

