

SOCIETY OF NEWSPAPER DESIGN

MEMBERSHIP SURVEY, 1988

Prepared

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by

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TABLE OF CONTENTS

<u>Subject</u>	<u>Page</u>
Membership Information	1-2
SND Publications	3
Design Journal	4-5
SND Workshops/Conventions	6
QuickCourse	7
Personal Computers	8
Use of Graphics/Color/Photos/Illustrations	9
Visual Packages/Electronic Graphics Services	10
Color	11
Redesign	12
Future Concerns	13
Employment Information/Background	14-16
Demographics	17
Methodology	18

MEMBERSHIP INFORMATION

How long have you been a Society of Newspaper Design (SND) member?

<u>How Long</u>	<u>Percent</u>
Less than 6 months	10%
6 months to 1 year	16
1 to 3 years	40
4 to 7 years	25
More than 7 years	9
Base	775

✓ How did you happen to hear about SND?

<u>Hear</u>	<u>Percent</u>
Saw/read SND materials before joining	50%
Learned of it from co-workers/associates	37
Read about SND in trade publication	16
Attended an SND function before joining	9
College/University	3
Other workshop	3
Founding member	1
NPPA-Press Photographer	1
Other*	3
Base	775

~~DAILY~~
VS.
~~NON DAILY~~

*Less than 5 mentions each.

Note: Percentages add to more than 100% due to multiple responses.

✓ Which of the following SND people have you had contact with in the past year?

<u>People</u>	<u>Percent</u>
None	51%
Regional directors	18
Officers	26
Committee members	24
Executive director	21
Base	775

* (Ditto)

Note: Percentages add to more than 100% due to multiple responses.

MEMBERSHIP INFORMATION (Cont'd)

✓ Who pays for your SND dues?

<u>Pays</u>	<u>Percent</u>
Member	35%
Member's company pays	65
Base	775

Handwritten notes:
 () ~~Daily~~
 NS
 Non-Daily

Do you think the level of dues is too expensive, too inexpensive or about right?

<u>Level of Dues</u>	<u>Percent</u>
Too expensive	14%
Too inexpensive	4
About right	82
Base	775

SND PUBLICATIONS

Please circle how familiar you are with each of the following SND publications or services.

<u>Publications/Services</u>	<u>Very Familiar</u>	<u>Somewhat Familiar</u>	<u>Not Familiar</u>
Design, the SND journal	81%	17	2
Best of Newspaper Design annual	81%	15	4
Annual newspaper design contest	64%	29	7
SND Newsletter	62%	28	10
DeadlineMac	61%	32	7
Convention paper (Austin Chronicles)	59%	27	14
Annual workshop/convention	42%	42	16
QuickCourse workshops	25%	46	29
Internship program/listing	14%	32	54
Headquarters in Reston, VA	11%	23	66
SND/RISD scholarship	9%	23	68
JForum/SND electronic data library	8%	19	73
Base	775		

DESIGN JOURNAL

How often do you read or look through your copy of Design journal?

<u>Frequency</u>	<u>Percent</u>
Always	64%
Usually	23
Sometimes	11
Seldom	2
Never	*
Base	775

*Less than 1 percent.

How many people (other than yourself) normally read or look through your copy of Design?

<u>Number</u>	<u>Percent</u>
One	26%
Two	25
Three	18
Four or more	15
Don't know	12
None	4
Base	775

The Design journal format is a magazine format. Do you like this format?

<u>Like Format</u>	<u>Percent</u>
Yes	93%
No	7
Base	775

If the format were to change, which would you prefer?

<u>Format</u>	<u>Percent</u>
Tabloid newspaper	53%
Full size newspaper	9
Newsletter	17
Don't change/No opinion	21
Base	775

DESIGN JOURNAL (Cont'd)

For each of the following subjects, please circle whether you would like to see more, less or about the same amount of information in Design.

<u>Subject</u>	<u>More</u>	<u>Less</u>	<u>About the same</u>
Design examples	83%	2	15
Design principles	74%	3	23
Typography	66%	6	28
Newspapers in general	60%	5	35
Color	52%	7	41
Informational graphics	48%	14	38
Photography	45%	9	46
Art and illustration	45%	9	46
Computer software	44%	16	40
Management principles	43%	17	40
Computer hardware	30%	20	50
Base	775		

SND WORKSHOPS/CONVENTIONS

✓ Have you attended any SND workshops/conventions in the past two years?

<u>Attended</u>	<u>Percent</u>
Yes	41%
No	59
Base	775

~~DAILY VS. NON DAILY~~

✓ If you have not attended any workshops, why not?

<u>Reason</u>	<u>Percent</u>
Too far away	50%
Too costly	48
Schedule conflicts	13
Didn't know about	12
Program(s) did not interest me	8
Budget	4
Sent other staff	3
Other*	6
Base	445

~~DITTO~~

*Less than 5 mentions each.

Note: Percentages add to more than 100% due to multiple responses.

QUICKCOURSE

✓Did you attend the SND QuickCourse this year?

<u>Attended</u>	<u>Percent</u>
Yes	11%
No	89
Base	775

Handwritten: 11/89

✓If you did not attend the QuickCourse, why not?

<u>Reason</u>	<u>Percent</u>
Too far away	31%
Too costly	24
Didn't know about	24
Schedule conflicts	17
Program(s) did not interest me	15
Budget	4
Sent other staff	3
Other*	5
Base	672

Handwritten: 31/24/24/17/15/4/3/5

*Less than 5 mentions each.

Note: Percentages add to more than 100% due to multiple responses.

EMPLOYER/PERSONAL COMPUTERS

Do you currently work for a:

<u>Work For</u>	<u>Percent</u>
Daily newspaper	71%
Non-daily newspaper	15
College/University	6
Other*	8
Base	775

*Less than 5 mentions each.

Does the newsroom or art/graphics department at your newspaper have one or more personal computers?

<u>Computers</u>	<u>Percent</u>
Yes	90%
No	10
Base	647

If you answered yes, what type(s) of personal computer does your newspaper use to create graphics or illustration?

<u>Type</u>	<u>Percent</u>
Macintosh	92%
IBM (or clone)	9
Other	7
Base	582

Note: Percentages add to more than 100% due to multiple responses.

✓ How often do you use a personal computer in the course of your job?

<u>Frequency</u>	<u>Percent</u>
Daily	47%
3-4 days a week	8
1-2 days a week	16
Never	29
Base	647

USE OF GRAPHICS/COLOR/PHOTOS/ILLUSTRATIONS

Is the newspaper you work for using more, less or about the same amount of informational graphics as it did one year ago? Is your newspaper using more, less or about the same amount of color as it did one year ago? How about photography? How about illustration?

<u>Item</u>	<u>More</u>	<u>Less</u>	<u>Same</u>
Graphics	74%	4	22
Color	53%	9	38
Photo	32%	6	62
Illustration	36%	15	49
Base	647		

Do you think your newspaper will be using more, less or about the same amount of informational graphics in the next 5 years? Will your newspaper use more, less or about the same amount of color in the next 5 years? How about photography? Illustration?

<u>Item</u>	<u>More</u>	<u>Less</u>	<u>Same</u>
Graphics	86%	1	13
Color	78%	2	20
Photo	46%	2	52
Illustration	48%	7	45
Base	647		

VISUAL PACKAGES/ELECTRONIC GRAPHICS SERVICES

✓ Do you feel that space in the newspaper for visual packages (graphics, photographs, illustrations) is harder, easier or about the same to get as it was a year ago?

<u>Space</u>	<u>Percent</u>
Harder	28%
Easier	29
About the same	43
Base	647

BY CIRC

✓ Do you feel that space in the newspaper for visual packages (graphics, photographs, illustrations) will be harder, easier or about the same to get in the next 5 years?

<u>Space</u>	<u>Percent</u>
Harder	24%
Easier	38
About the same	38
Base	647

BY CIRC
BY JOB

Which of the following electronic graphics services does your newspaper currently subscribe to?

<u>Service</u>	<u>Percent</u>
Associated Press	69%
Knight-Ridder	27
Gannett	6
Scripps-Howard	2
Infographics	2
Other*	8
None/Don't know	26
Base	647

*Less than 5 mentions each.

Note: Percentages add to more than 100% due to multiple responses.

COLOR

Does your newspaper use color on a daily basis?

<u>Use Color</u>	<u>Percent</u>
Yes, full and spot color	64%
Yes, spot color only	23
No color	13
Base	647

Does your newspaper use color on Sunday or advance run sections?

<u>Use Color</u>	<u>Percent</u>
Yes, full color	81%
yes, spot color only	11
No color	8
Base	647

Does your newspaper have a color scanner?

<u>Scanner</u>	<u>Percent</u>
Yes	53%
No	47
Base	647

Who is primarily responsible for the day to day decisions concerning design, color, graphics and photos that run in your newspaper?

<u>Responsible</u>	<u>Design</u>	<u>Color</u>	<u>Graphics</u>	<u>Photos</u>
Publisher	2%	7%	1%	1%
Editor/Exec. Editor	14	15	12	13
Managing Editor	25	24	20	23
Assist. Manag. Editor	21	18	18	14
Design Director	20	13	15	8
Photo Director	5	13	6	48
Art Director	15	14	22	5
Graphics Department	9	9	23	3
Design Department	9	4	3	4
Base	647			

Note: Percentages add to more than 100% due to multiple responses.

REDESIGN

How long has it been since your newspaper has undergone a major redesign?

<u>Length of Time</u>	<u>Percent</u>
Less than 1 year	22%
1-2 years	26
3-5 years	31
6-10 years	14
More than 10 years	6
Currently doing	1
Base	647

Is your newspaper planning any major design changes?

<u>Planning</u>	<u>Percent</u>	<u>Have Redesigned</u>	
		<u>Less Than 3 Years</u>	<u>3 or More Years</u>
Yes, within 1 year	30%	26%	33%
Yes, within 1-2 years	14	12	17
No current plans	56	62	50
Base	647	320	327

Do you feel your newspaper's design is pleasing or not pleasing?

<u>Design</u>	<u>Percent</u>
Pleasing	75%
Not pleasing	25
Base	647

FUTURE CONCERNS

✓ For each of the areas listed below, please indicate whether you think they will become more or less important at your newspaper in the next 5 years?

<u>Area</u>	<u>More Important</u>	<u>Less Important</u>	<u>No Change</u>
Design principles	79%	3	18
Photography	54%	4	42
Informational graphics	83%	3	14
Color	76%	2	22
Art and illustration	57%	6	37
Typography	58%	4	38
Computers	89%	1	10
Management principles	58%	3	39
Base	647		

BT
Circ

For each of the following areas listed below, please indicate to what degree you think technology will have an effect in the next five years?

<u>Area</u>	<u>Great Deal</u>	<u>Some Effect</u>	<u>No Effect</u>
Design	71%	26	3
Photography	61%	32	7
Informational graphics	81%	18	1
Color	73%	24	3
Art and illustration	41%	47	12
Typography	45%	44	11
Management	29%	43	28
Base	647		

AA
Circ

EMPLOYMENT INFORMATION/BACKGROUND

How long have you been at your current job?

<u>Length of Employment</u>	<u>Percent</u>
Less than 6 months	7%
6 months to 1 year	11
1-4 years	48
More than 5 years	34
Base	647

What is your job title?

	<u>Job Title</u>	<u>Percent</u>
① EDITING MANAG.	Publisher	3%
	Editor	6
	Executive Editor	2
	Managing Editor	6
② AME	(Assistant Managing Editor	7
③ NEWS/COPY	News Editor	6
	Copy Editor	4
④ ART	Artist	6
	Art Director	9
	Photographer	3
⑤ PHOTO	Chief Photographer	2
	Picture Editor	3
⑥ DESIGN	Designer	6
	Design Director	4
	City Editor	*
⑦ GRAPHICS	Reporter	*
	Graphics Editor	9
	Graphics Coordinator	1-
	Section Editor	7-
⑧ SECTION	Other Editor	6
	Other Director	4
	Other*	6
	Base	647

*Less than 5 mentions each.

DAILY
VS
NON-DAILY

17%

Recode 1-4 = 1

Freq = 118

EMPLOYMENT INFORMATION/BACKGROUND (Cont'd)

Do you supervise people in your current position?

<u>Supervisor</u>	<u>Percent</u>
Yes	78%
No	22
Base	647

If you supervise people, are you considered part of the newspaper's management structure?

<u>Part of Management Structure</u>	<u>Percent</u>
Yes	82%
No	18
Base	517

What is your newspaper's current total (daily or non-Sunday) circulation?

<u>Circulation</u>	<u>Percent</u>
Under 10,000	7%
10,000-24,999	12
25,000-49,999	17
50,000-99,999	19
100,000-249,999	26
250,000 or more	19
Base	647

Does your newspaper have a Sunday edition?

<u>Sunday Edition</u>	<u>Percent</u>
Yes	68%
No	32
Base	647

EMPLOYMENT INFORMATION/BACKGROUND (Cont'd)

What job did you have when you first started in newspapers?

<u>First Newspaper Job</u>	<u>Percent</u>
Publisher	1%
Editor	1
Managing Editor	1
Assistant Managing Editor	1
Copy Editor	11
Artist	15
Art Director	1
Photographer	14
Designer	6
Reporter	33
Graphics Editor	1
Section Editor	2
Other Editor	2
Other Director	1
Other*	10
Base	647

*Less than 5 mentions each.

How many newspapers have you worked for?

<u>How Many Worked For</u>	<u>Percent</u>
1	23%
2-3	46
4-6	27
More than 6	4
Base	647

DEMOGRAPHICS

<u>Age</u>	<u>Percent</u>
18-24	5%
25-34	41
35-44	38
45-54	11
55-64	4
65 or older	1
Base	775

<u>Sex</u>	<u>Percent</u>
Male	71%
Female	29
Base	775

<u>Race</u>	<u>Percent</u>
Caucasian	94%
Black	1
Asian	1
Hispanic	1
Other*	3
Base	775

*Less Than 5 mentions each.

<u>Area of Residence</u>	<u>Percent</u>
Pacific	16%
Mountain	5
West North Central	6
West South Central	7
East North Central	15
East South Central	7
New England	8
Middle Atlantic	11
South Atlantic	15
Outside U.S.	10
Base	775

<u>Annual Income</u>	<u>Percent</u>
Under \$15,000	4%
\$15,000-\$24,999	16
\$25,000-\$34,999	25
\$35,000-\$49,999	31
\$50,000-\$64,999	14
\$65,000 or more	10
Base	775

BY
CIRCU.

METHODOLOGY

The purpose of this survey was to examine the future of graphics, color, photography and illustration and how these items interrelate with Society of Newspaper Design members. In order to accomplish this goal, a six-page self-completion questionnaire was mailed to 1,500 domestic and 200 foreign SND members on May 25, 1988. The total membership base served as the sampling frame.

To facilitate the prompt return of questionnaires, a stamped, self-addressed return envelope was provided for the convenience of the respondents. The cut-off date for returned domestic questionnaires was June 22, 1988. The cut-off date for returned foreign questionnaires was July 6, 1988.

There were 775 usable questionnaires returned for a response rate of 46 percent.

Key punching and tabulations were prepared by The Arizona Republic's Market Research Department.

2200

ATTN Ray Chilton
V2.0

Society of Newspaper Design Membership Survey

May 27, 1988

Dear fellow Society of Newspaper Design member:

We need your help. Enclosed is the first ever SND membership survey. This survey will be used to evaluate current Society programs and publications, identify the areas that should be expanded and help in the development of new services. Please take a few minutes to answer each question by circling the number that is the most appropriate answer. There is also space at the end of the survey for any additional comments. We hope you'll take the opportunity to tell us what you think about SND. On behalf of the board of directors of the society, I want to thank you in advance for your help. Please return this survey by June 15 in the enclosed, stamped, addressed envelope.

Howard I. Finberg
SND Region 7 Director

Please circle the most appropriate answer for each question. Circle only one response unless otherwise instructed. This is a totally confidential survey.

Society of Newspaper Design services

1. How long have you been a Society of Newspaper Design (SND) member?
 1. Less than 6 months
 2. 6 months to 1 year
 3. 1 to 3 years
 4. 4 to 7 years
 5. More than 7 years

2. How did you happen to hear about SND? (Circle all that apply)
 1. Saw/read SND materials before joining
 2. Learned of it from co-workers
 3. Attended an SND function before joining
 4. Read about SND in trade publication
 5. Other (Please specify) _____

3. Which of the following SND people have you had contact with the in the past year? (Circle all that apply.)
 1. Officers
 2. Regional directors
 3. Executive director
 4. Committee members
 5. None

4. Who pays for your SND dues?
 1. I pay
 2. My company pays

5. Do you think the level of dues is too expensive, too inexpensive or about right?
 1. Too expensive
 2. Too inexpensive
 3. About right

6. Please circle how familiar you are with each of the following SND publications or services.

	Very familiar	Somewhat familiar	Not familiar
Design, the SND journal	1	2	3
DeadlineMac	1	2	3
SND Newsletter	1	2	3
Convention paper (Austin Chronicles)	1	2	3
Annual newspaper design contest	1	2	3
Internship program/listing	1	2	3
Annual workshop/convention	1	2	3
QuickCourse workshops	1	2	3
Best of Newspaper Design annual	1	2	3
JForum/SND electronic data library	1	2	3
SND/RISD scholarship	1	2	3
Headquarters in Reston, Va.	1	2	3

7. How often do you read or look through your copy of Design journal?

1. Always 2. Usually 3. Sometimes 4. Seldom 5. Never

8. How many people (other than yourself) normally read or look through your copy of Design?

1. One 2. Two 3. Three 4. Four or more 5. Don't know

9. The Design journal format is a magazine format. Do you like this format?

1. Yes 2. No

If the format were to change, which would you prefer?

1. Tabloid newspaper 2. Full size newspaper

10. For each of the following subjects, please circle whether you would like to see more, less or about the same amount of information in Design

	More	Less	About the same
Design principles	1	2	3
Design examples	1	2	3
Photography	1	2	3
Newspapers in general	1	2	3
Informational graphics	1	2	3
Color	1	2	3
Art and illustration	1	2	3
Typography	1	2	3
Computer hardware	1	2	3
Computer software	1	2	3
Management principles	1	2	3

11. Have you attended any SND workshops/conventions in the past two years?
1. Yes 2. No
12. If you have not attended any workshops, why not? (Circle all that apply.)
1. Too costly 2. Program(s) did not interest me 3. Too far away
4. Didn't know about 5. Other (please specify) _____
13. Have you attended the SND QuickCourse this year?
1. Yes 2. No
14. If you did not attend the QuickCourse, why not? (Circle all that apply)
1. Too costly 2. Program(s) did not interest me 3. Too far away
4. Didn't know about 5. Other (please specify) _____

Information about newspapers and computers and other stuff

15. Do you currently work for a:
1. Non-daily newspaper 2. Daily newspaper
3. Other (please specify) _____ (Skip to Question 39)
16. Does the newsroom or art/graphics department at your newspaper have one or more personal computers?
1. Yes 2. No
17. If you answered yes, what type(s) of personal computer does your newspaper use to create graphics or illustration? (Circle all that apply)
1. Macintosh 2. IBM (or clone) 3. Other
18. How often do YOU use a personal computer in the course of your job?
1. Daily 2. 3-4 times a week 3. 1-2 days a week
4. Once a week 5. Never
19. Is the newspaper you work for using more, less or about the same amount of informational graphics as it did ONE YEAR ago? Is your newspaper using more, less or about the same amount of color as it did ONE YEAR ago? How about photography? How about illustration?

Graphics	Color	Photography	Illustration
1. More	1. More	1. More	1. More
2. Less	2. Less	2. Less	2. Less
3. Same	3. Same	3. Same	3. Same
4. Don't know	4. Don't know	4. Don't know	4. Don't know

20. Do you think your newspaper will be using more, less or about the same amount of informational graphics in the NEXT 5 years? Will your newspaper use more, less or about the same amount of color in the NEXT 5 years? How about photography? Illustration?

Graphics	Color	Photography	Illustration
1. More	1. More	1. More	1. More
2. Less	2. Less	2. Less	2. Less
3. Same	3. Same	3. Same	3. Same

21. Do you feel that space in the newspaper for visual packages (graphics, photographs, illustrations) is harder, easier or about the same to get as it was a year ago?
1. Harder 2. Easier 3. About the same
22. Do you feel that space in the newspaper for visual packages (graphics, photographs, illustrations) will be harder, easier or about the same to get in the NEXT 5 years?
1. Harder 2. Easier 3. About the same
23. Which of the following electronic graphics services does your newspaper currently subscribe to? (Circle all as apply)
1. Associated Press 2. Knight-Ridder
3. Other (please specify) _____
24. Does your newspaper use color on a daily basis?
1. Yes, full and spot color 2. Yes, spot color only 3. No color
25. Does your newspaper use color on Sunday or advance run sections?
1. Yes, full color 2. Yes, spot color only 3. No color
26. Does your newspaper have a color scanner?
1. Yes 2. No
27. On a daily, decision making basis, is _____ primarily responsible for the design, color, graphics and photos that run in your newspaper.

	Design	Color	Graphics	Photos
Publisher	1	1	1	1
Editor	2	2	2	2
Managing Editor	3	3	3	3
Assist. Manag. Editor	4	4	4	4
Design Director	5	5	5	5
Photo Director	6	6	6	6
Art Director	7	7	7	7
Graphics Department	8	8	8	8
Design Department	9	9	9	9

28. How long has it been since your newspaper has undergone a major redesign?
1. Less than 1 year 2. 1-2 years 3. 3-5 years
4. 6-10 years 5. More than 10 years ago
29. Is your newspaper planning any major design changes?
1. Yes, within 1 year 2. Yes, within 1-2 years 3. No current plans
30. Do you feel your newspaper's design is pleasing or not pleasing?
1. Pleasing 2. Not pleasing

31. For each of the areas listed below, please indicate whether you think they will become more or less important at your newspaper in the next FIVE years?

	More important	Less important	No change
Design principles	1	2	3
Photography	1	2	3
Informational graphics	1	2	3
Color	1	2	3
Art and illustration	1	2	3
Typography	1	2	3
Computers	1	2	3
Management principles	1	2	3

32. For each of the following areas listed below, please indicate to what degree you think technology will have an effect in the next FIVE years?

	Great deal	Some effect	No effect
Design	1	2	3
Photography	1	2	3
Informational graphics	1	2	3
Color	1	2	3
Art and illustration	1	2	3
Typography	1	2	3
Management	1	2	3

Something about yourself

These questions are for statistical purposes only and will be held in strict confidence

33. How long have you been at your current job?

1. Less than 6 months 2. 6 months to 1 year 3. 1-4 years
4. More than 5 years

34. What is your job title?

1. Publisher 2. Editor 3. Managing Editor
4. Assist. Managing Editor 5. News Editor 6. Copy Editor
7. Artist 8. Art Director 9. Photographer
10. Chief photographer 11. Picture editor 12. Designer
13. Design director 14. City Editor 15. Reporter
16. Graphics editor 17. Other (please specify) _____

35. Do you supervise people in your current position?

1. Yes 2. No

36. If you supervise people, are you considered part of the newspaper's management structure?

1. Yes 2. No

37. What is your newspaper's current total (daily or non-Sunday) circulation?

- | | | |
|------------------|--------------------|--------------------|
| 1. Under 10,000 | 2. 10,000-24,999 | 3. 25,000-49,999 |
| 4. 50,000-99,999 | 5. 100,000-249,999 | 6. 250,000 or more |

38. Does your newspaper have a Sunday edition?

1. Yes 2. No

39. What job did you have when your first started in newspapers?

- | | | |
|----------------------------|----------------------------------|--------------------|
| 1. Publisher | 2. Editor | 3. Managing Editor |
| 4. Assist. Managing Editor | 5. News Editor | 6. Copy Editor |
| 7. Artist | 8. Art Director | 9. Photographer |
| 10. Chief photographer | 11. Picture editor | 12. Designer |
| 13. Design director | 14. City Editor | 15. Reporter |
| 16. Graphics editor | 17. Other (please specify) _____ | |

40. How many newspapers have you worked for?

1. 1 2. 2-3 3. 4-6 4. More than 6

41. Which category includes your age?

1. 18-24 2. 25-34 3. 35-44 4. 45-54
5. 55-64 6. 65 or older

42. Are you:

1. Male 2. Female

43. What race do you consider yourself to be, white, black or some other race?

1. White 2. Black 3. Other

44. Are you of Hispanic descent?

1. Yes 2. No

45. What state do you live in _____

46. Which category includes your annual income before taxes from your current job (please include salary, bonuses, share of profits, etc.)?

- | | | |
|--------------------|--------------------|---------------------|
| 1. Under \$15,000 | 2. \$15,000-24,999 | 3. \$25,000-34,999 |
| 4. \$35,000-49,999 | 5. \$50,000-64,999 | 6. \$65,000 or more |

Additional comments: _____

Thank you very much for your time and attention. Please return completed survey to
Howard I. Finberg, AME The Arizona Republic P.O. Box 50, Phoenix, AZ 85011