



### Constant Contact Survey Results

**Survey Name:** Informed Voice/AVN reader survey-Feb 2008 Final

**Response Status:** Partial & Completed

**Filter:** None

Jun 16, 2008 10:09:53 PM

#### What is your level of involvement with the AVN and Informed Voice

| Answer                              | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------------------------|----|------|-----------------------|----------------|
| I am a member of the AVN            |    |      | 83                    | 15.6 %         |
| I am a subscriber to Informed Voice |    |      | 73                    | 13.7 %         |
| I am both a member and subscriber   |    |      | 243                   | 45.8 %         |
| I used to be a member or subscriber |    |      | 78                    | 14.7 %         |
| Not applicable                      |    |      | 14                    | 2.6 %          |
| Other                               |    |      | 35                    | 6.6 %          |
| No Response(s)                      |    |      | 4                     | <1 %           |
| <b>Totals</b>                       |    |      | <b>530</b>            | <b>100%</b>    |

#### Could you please indicate your family unit?

| Answer                         | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|----|------|-----------------------|----------------|
| Couple family without children |    |      | 38                    | 7.1 %          |
| Couple family with children    |    |      | 381                   | 71.8 %         |
| One parent family              |    |      | 52                    | 9.8 %          |
| Single person without children |    |      | 27                    | 5.0 %          |
| Other                          |    |      | 28                    | 5.2 %          |
| No Response(s)                 |    |      | 4                     | <1 %           |
| <b>Totals</b>                  |    |      | <b>530</b>            | <b>100%</b>    |

Are any of your children medically vaccinated?

| Answer                | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|----|------|-----------------------|----------------|
| Yes, fully            |    |      | 31                    | 5.8 %          |
| Yes, partially        |    |      | 152                   | 28.6 %         |
| Not vaccinated at all |    |      | 254                   | 47.9 %         |
| Other                 |    |      | 63                    | 11.8 %         |
| No Response(s)        |    |      | 30                    | 5.6 %          |
| <b>Totals</b>         |    |      | <b>530</b>            | <b>100%</b>    |

If applicable, please list the ages of children living at home with you in years.

| Answer               | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------|----|------|-----------------------|----------------|
| 0 - 1 year of age    |    |      | 103                   | 13.4 %         |
| 2 - 5 years of age   |    |      | 212                   | 27.7 %         |
| 5 - 10 years of age  |    |      | 152                   | 19.9 %         |
| 10 - 14 years of age |    |      | 102                   | 13.3 %         |
| 15 - 18 years of age |    |      | 62                    | 8.1 %          |
| Over 18              |    |      | 45                    | 5.8 %          |
| Not applicable       |    |      | 67                    | 8.7 %          |
| Other                |    |      | 20                    | 2.6 %          |
| <b>Totals</b>        |    |      | <b>763</b>            | <b>100%</b>    |

Indicate your role in the family unit.

| Answer               | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------|----|------|-----------------------|----------------|
| Husband              |    |      | 58                    | 10.9 %         |
| Wife                 |    |      | 361                   | 68.1 %         |
| Single parent        |    |      | 47                    | 8.8 %          |
| Live alone           |    |      | 26                    | 4.9 %          |
| Live in a group home |    |      | 5                     | <1 %           |
| Other                |    |      | 24                    | 4.5 %          |
| No Response(s)       |    |      | 9                     | 1.6 %          |
| <b>Totals</b>        |    |      | <b>530</b>            | <b>100%</b>    |

Do you share your home with any of the following pets?

| Answer        | 0% | 100% | Number of Response(s) | Response Ratio |
|---------------|----|------|-----------------------|----------------|
| Dog           |    |      | 249                   | 38.3 %         |
| Cat           |    |      | 139                   | 21.3 %         |
| Bird          |    |      | 52                    | 8.0 %          |
| Fish          |    |      | 93                    | 14.3 %         |
| Horse         |    |      | 23                    | 3.5 %          |
| Other         |    |      | 94                    | 14.4 %         |
| <b>Totals</b> |    |      | <b>650</b>            | <b>100%</b>    |

How many other adults read your copy of Informed Voice?

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| 1 - 3          |    |      | 358                   | 67.5 %         |
| 4 - 6          |    |      | 23                    | 4.3 %          |
| 7 - 10         |    |      | 4                     | <1 %           |
| More than 10   |    |      | 32                    | 6.0 %          |
| Other          |    |      | 63                    | 11.8 %         |
| No Response(s) |    |      | 50                    | 9.4 %          |
| <b>Totals</b>  |    |      | <b>530</b>            | <b>100%</b>    |

What do you do with your finished copies of Informed Voice? (select as many as apply to your situation).

| Answer  | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| Keep them for future reference.                           |    |      | 413                   | 58.5 %         |
| Give to friends and family.                               |    |      | 172                   | 24.3 %         |
| Leave at a local library or health practitioner's office. |    |      | 55                    | 7.8 %          |
| Recycle them.   |    |      | 22                    | 3.1 %          |
| Throw them away.  |    |      | 2                     | <1 %           |
| Other   |    |      | 41                    | 5.8 %          |
| <b>Totals</b>   |    |      | <b>705</b>            | <b>100%</b>    |

If this option were available, would you prefer to receive Informed Voice and the Inside as downloadable files to read on your computer or on a CD to view on screen?

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Yes, I would prefer downloadable files                         |    |      | 60                    | 11.3 %         |
| Yes, I would prefer a CD                                       |    |      | 21                    | 3.9 %          |
| I would rather continue to receive a hard copy of the magazine |    |      | 390                   | 74.0 %         |
| I have no preference either way                                |    |      | 47                    | 8.9 %          |
| Other  |    |      | 9                     | 1.7 %          |
| <b>Totals</b>  |    |      | <b>527</b>            | <b>100%</b>    |

How did you first learn about Informed Voice?

| Answer                         | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|----|------|-----------------------|----------------|
| From a friend or family member |    |      | 131                   | 24.7 %         |
| From a health practitioner     |    |      | 121                   | 22.8 %         |
| I saw it in a health food shop |    |      | 21                    | 3.9 %          |
| I saw it in a newsagency       |    |      | 14                    | 2.6 %          |
| From the internet              |    |      | 96                    | 18.1 %         |
| Other                          |    |      | 111                   | 20.9 %         |
| No Response(s)                 |    |      | 36                    | 6.7 %          |
| <b>Totals</b>                  |    |      | <b>530</b>            | <b>100%</b>    |

Have you ever purchased any products or services after seeing them either advertised or mentioned in Informed Voice? (you may select more than one answer)

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Yes, I have purchased goods or services after seeing an ad in the magazine.      |    |      | 268                   | 46.3 %         |
| Yes, I have purchased goods or services that were mentioned in an article.       |    |      | 119                   | 20.5 %         |
| No, I have never purchased anything I have seen or read about in Informed Voice. |    |      | 178                   | 30.7 %         |
| Other  |    |      | 13                    | 2.2 %          |
| <b>Totals</b>  |    |      | <b>578</b>            | <b>100%</b>    |

What sort of ads are most likely to catch your attention when looking through Informed Voice? (feel free to answer as many as apply)

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Health-based products (eg supplements, health equipment, etc.) |    |      | 341                   | 13.2 %         |
| Parenting products (eg toys, books, nappies, etc.)             |    |      | 234                   | 9.0 %          |
| Foods or beverages   |    |      | 221                   | 8.5 %          |
| Eco-friendly products  |    |      | 350                   | 13.5 %         |
| Health practitioners   |    |      | 210                   | 8.1 %          |
| Colleges and training  |    |      | 90                    | 3.4 %          |
| Personal care products   |    |      | 211                   | 8.1 %          |
| Fitness and exercise   |    |      | 121                   | 4.6 %          |
| Professional Members   |    |      | 100                   | 3.8 %          |
| Retreats and spas  |    |      | 122                   | 4.7 %          |
| Books, CDs, DVDs etc.  |    |      | 377                   | 14.6 %         |
| Kitchen and household  |    |      | 188                   | 7.2 %          |
| Other  |    |      | 14                    | <1 %           |
| <b>Totals</b>  |    |      | <b>2579</b>           | <b>100%</b>    |

Have you ever sent us the Reader's Service Card from your copy of Informed Voice?

| Answer                            | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------------------|----|------|-----------------------|----------------|
| Yes                               |    |      | 79                    | 14.9 %         |
| No                                |    |      | 374                   | 70.5 %         |
| Not applicable (not a subscriber) |    |      | 54                    | 10.1 %         |
| Other                             |    |      | 8                     | 1.5 %          |
| No Response(s)                    |    |      | 15                    | 2.8 %          |
| <b>Totals</b>                     |    |      | <b>530</b>            | <b>100%</b>    |

If you have ever sent us your Reader's Service Card (see previous question) did you receive helpful information from the advertiser(s) you were interested in learning more about?

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| Yes            |    |      | 68                    | 12.8 %         |
| No             |    |      | 64                    | 12.0 %         |
| Other          |    |      | 44                    | 8.3 %          |
| No Response(s) |    |      | 354                   | 66.7 %         |
| <b>Totals</b>  |    |      | <b>530</b>            | <b>100%</b>    |

Were your purchasing decisions influenced by the information you received from our advertiser(s) after returning your Reader's Service Card?

| Answer         | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| Yes            |    |      | 56                    | 10.5 %         |
| No             |    |      | 98                    | 18.4 %         |
| Other          |    |      | 42                    | 7.9 %          |
| No Response(s) |    |      | 334                   | 63.0 %         |
| <b>Totals</b>  |    |      | <b>530</b>            | <b>100%</b>    |

How long have you been either subscribing to Informed Voice or a member of the AVN?

| Answer           | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------|----|------|-----------------------|----------------|
| 0-3 years        |    |      | 273                   | 51.5 %         |
| 4-6 years        |    |      | 120                   | 22.6 %         |
| 7-10 years       |    |      | 54                    | 10.1 %         |
| 10 years or more |    |      | 33                    | 6.2 %          |
| Other            |    |      | 18                    | 3.3 %          |
| No Response(s)   |    |      | 32                    | 6.0 %          |
| <b>Totals</b>    |    |      | <b>530</b>            | <b>100%</b>    |

What sections of the magazine interest you the most - or the least?

1 = Least interested, 5 = Most interested

| Answer                                | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|---------------------------------------|---|---|---|---|---|-----------------------|---------------|
| General health features               |   |   |   |   |   | 490                   | 4.5           |
| Vaccination articles                  |   |   |   |   |   | 509                   | 4.8           |
| Environmental features                |   |   |   |   |   | 482                   | 4.1           |
| Pregnancy / birthing articles         |   |   |   |   |   | 453                   | 3.4           |
| Parenting features                    |   |   |   |   |   | 466                   | 3.9           |
| Food                                  |   |   |   |   |   | 488                   | 4.2           |
| Gardening                             |   |   |   |   |   | 458                   | 3.2           |
| Skincare                              |   |   |   |   |   | 457                   | 3.2           |
| Recommended media (books, DVDs, etc.) |   |   |   |   |   | 481                   | 3.9           |
| Professional member information       |   |   |   |   |   | 460                   | 2.9           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Are there any subjects which you have not seen covered in Informed Voice in the past which you would like to see articles on? Please list them below.

133 Response(s)

**List any positive comments you have about the magazine/membership (optional)**

265 Response(s)

**List any negative comments you have about the magazine/membership (optional)**

122 Response(s)

**How do you view Informed Voice magazine? (feel free to select more than one response)**

| Answer   | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| Light reading                                  |    |      | 67                    | 5.8 %          |
| A call to action                               |    |      | 208                   | 18.2 %         |
| A resource/reference                           |    |      | 412                   | 36.1 %         |
| A health bible                                 |    |      | 94                    | 8.2 %          |
| A vehicle for positive change and empowerment. |    |      | 343                   | 30.1 %         |
| Other  |    |      | 15                    | 1.3 %          |
| <b>Totals</b>                                  |    |      | <b>1139</b>           | <b>100%</b>    |


**Have you ever advertised in Informed Voice?**

| Answer  | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| Yes   |    |      | 38                    | 7.1 %          |
| No  |    |      | 406                   | 76.6 %         |
| I haven't but would consider it in the future |    |      | 67                    | 12.6 %         |
| Other   |    |      | 3                     | <1 %           |
| No Response(s)                                |    |      | 16                    | 3.0 %          |
| <b>Totals</b>                                 |    |      | <b>530</b>            | <b>100%</b>    |

**If you have advertised in Informed Voice in the past (or if you are a current advertiser), did you experience a tangible benefit from your ad? (eg an increase in sales, good leads to potential customers/clients, etc.)**

61 Response(s)

### Have you ever made a financial donation to the Australian Vaccination Network?

| Answer   | 0%  | 100% | Number of Response(s) | Response Ratio |
|--|---|------|-----------------------|----------------|
| Yes  |   |      | 275                   | 51.8 %         |
| No   |   |      | 132                   | 24.9 %         |
| I haven't but would consider it in the future. |   |      | 101                   | 19.0 %         |
| Other  |   |      | 8                     | 1.5 %          |
| No Response(s)                                 |  |      | 14                    | 2.6 %          |
| <b>Totals</b>                                  |   |      | <b>530</b>            | <b>100%</b>    |

### How important to you are each of these sources in providing information on health issues?

1 = Least Likely, 5 = Most Likely

| Answer  | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|---|---|---|---|---|---|-----------------------|---------------|
| Health magazines  |   |   |   |   |   | 504                   | 3.8           |
| Medical literature  |   |   |   |   |   | 490                   | 3.1           |
| The internet  |   |   |   |   |   | 506                   | 4.1           |
| Books   |   |   |   |   |   | 503                   | 4.4           |
| TV and Radio  |   |   |   |   |   | 471                   | 2.5           |
| Health seminars and meetings  |   |   |   |   |   | 493                   | 3.8           |
| Medical professionals eg GPs  |   |   |   |   |   | 475                   | 2.1           |
| Pharmacy  |   |   |   |   |   | 469                   | 1.9           |
| Complementary health providers, eg naturopaths, chiropractors, etc. |   |   |   |   |   | 506                   | 4.5           |
| Health food stores  |   |   |   |   |   | 494                   | 3.5           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

### How often do you take herbal or vitamin supplements?

1 = Daily, 2 = Weekly, 3 = Monthly, 4 = Rarely, 5 = Never

| Answer             | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|--------------------|---|---|---|---|---|-----------------------|---------------|
| Herbal supplements |   |   |   |   |   | 478                   | 1.9           |
| Vitamins           |   |   |   |   |   | 497                   | 1.6           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How often do you visit the following places (Please note - due to limitations of the software, this question will extend over 2 numbers) PART ONE:

1 = Monthly or more, 2 = Weekly, 3 = Monthly, 4 = Less Often, 5 = Never

| Answer            | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|-------------------|---|---|---|---|---|-----------------------|---------------|
| Naturopath        |   |   |   |   |   | 482                   | 3.6           |
| Medical doctor    |   |   |   |   |   | 497                   | 4.1           |
| Chiropractor      |   |   |   |   |   | 490                   | 3.6           |
| Ostoeopath        |   |   |   |   |   | 471                   | 4.5           |
| Homoeopath        |   |   |   |   |   | 473                   | 3.9           |
| Herbalist         |   |   |   |   |   | 464                   | 4.3           |
| Kinesiologist     |   |   |   |   |   | 460                   | 4.4           |
| Bowen therapist   |   |   |   |   |   | 464                   | 4.6           |
| Chinese herbalist |   |   |   |   |   | 465                   | 4.5           |
| Massage therapist |   |   |   |   |   | 491                   | 3.7           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How often do you visit the following places (Please note - due to limitations of the software, this question will extend over 2 numbers) PART TWO:

1 = Monthly or more, 2 = Weekly, 3 = Monthly, 4 = Less Often, 5 = Never

| Answer                     | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|----------------------------|---|---|---|---|---|-----------------------|---------------|
| Aromatherapist             |   |   |   |   |   | 472                   | 4.8           |
| Health food shop           |   |   |   |   |   | 514                   | 2.7           |
| Acupuncturist              |   |   |   |   |   | 484                   | 4.2           |
| Ayurvedic practitioner     |   |   |   |   |   | 473                   | 4.8           |
| Reiki practitioner         |   |   |   |   |   | 476                   | 4.7           |
| Gymnasium                  |   |   |   |   |   | 480                   | 4.0           |
| Nutritionist               |   |   |   |   |   | 470                   | 4.7           |
| Cranio-sacral practitioner |   |   |   |   |   | 470                   | 4.6           |
| Physiotherapist            |   |   |   |   |   | 472                   | 4.7           |
| Counsellor                 |   |   |   |   |   | 475                   | 4.7           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Indicate whether you purchase the following products - again, this question will extend over more than one item. PART ONE:

1 = Yes, 2 = No

| Answer                               | 1 | 2 | Number of Response(s) | Rating Score* |
|--------------------------------------|---|---|-----------------------|---------------|
| Herbal Tea                           |   |   | 514                   | 1.1           |
| Decaffeinated coffee                 |   |   | 494                   | 1.7           |
| Fruit Juices                         |   |   | 500                   | 1.3           |
| Mineral water                        |   |   | 492                   | 1.5           |
| Cold pressed oils                    |   |   | 514                   | 1.1           |
| Milk/dairy substitutes               |   |   | 494                   | 1.4           |
| Meat substitutes/vegetarian products |   |   | 490                   | 1.5           |
| Sports and fitness foods             |   |   | 479                   | 1.8           |
| Organic foods                        |   |   | 519                   | 1.0           |
| GE/GMO-free foods                    |   |   | 511                   | 1.1           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Indicate whether you purchase the following products - again, this question will extend over more than one item. PART TWO:

1 = Yes, 2 = No

| Answer                                | 1 | 2 | Number of Response(s) | Rating Score* |
|---------------------------------------|---|---|-----------------------|---------------|
| Eco-friendly homewares                |   |   | 510                   | 1.1           |
| Supplements                           |   |   | 511                   | 1.1           |
| Organic clothing/bedding              |   |   | 494                   | 1.6           |
| Organic skin and body care            |   |   | 515                   | 1.1           |
| Green building products               |   |   | 493                   | 1.6           |
| Eco-friendly mother and baby products |   |   | 491                   | 1.5           |
| Gluten-free products                  |   |   | 503                   | 1.4           |
| Casein-free products                  |   |   | 489                   | 1.8           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

## What are the strongest influences on your purchasing decisions?

1 = Strongest, 5 = Weakest

| Answer                | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|-----------------------|---|---|---|---|---|-----------------------|---------------|
| Environmental benefit |   |   |   |   |   | 511                   | 1.9           |
| Health benefit        |   |   |   |   |   | 519                   | 1.1           |
| Locally produced item |   |   |   |   |   | 515                   | 2.1           |
| Cost                  |   |   |   |   |   | 511                   | 2.8           |
| Ethically produced    |   |   |   |   |   | 512                   | 2.1           |

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Indicate your weekly family income (Gross before tax - do not include income by family members not living at home).

| Answer            | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------|----|------|-----------------------|----------------|
| 0 - \$499         |    |      | 40                    | 7.5 %          |
| \$500 - \$999     |    |      | 144                   | 27.1 %         |
| \$1,000 - \$1,999 |    |      | 183                   | 34.5 %         |
| \$2,000 - \$4,999 |    |      | 95                    | 17.9 %         |
| \$5,000 and over  |    |      | 24                    | 4.5 %          |
| Other             |    |      | 12                    | 2.2 %          |
| No Response(s)    |    |      | 32                    | 6.0 %          |
| <b>Totals</b>     |    |      | <b>530</b>            | <b>100%</b>    |

At what age did you leave school?

| Answer                | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|----|------|-----------------------|----------------|
| Still at school       |    |      | 4                     | <1 %           |
| Never attended school |    |      | 0                     | 0.0 %          |
| 14 years or under     |    |      | 9                     | 1.6 %          |
| 15 years              |    |      | 20                    | 3.7 %          |
| 16 years              |    |      | 75                    | 14.1 %         |
| 17 years              |    |      | 174                   | 32.8 %         |
| 18 years              |    |      | 154                   | 29.0 %         |
| 19 years and over     |    |      | 70                    | 13.2 %         |
| Other                 |    |      | 12                    | 2.2 %          |
| No Response(s)        |    |      | 12                    | 2.2 %          |
| <b>Totals</b>         |    |      | <b>530</b>            | <b>100%</b>    |

Do you have a post school educational qualification? if so, please let us know what the qualification is.

| Answer                  | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------------|----|------|-----------------------|----------------|
| Yes                     |    |      | 251                   | 33.7 %         |
| No                      |    |      | 97                    | 13.0 %         |
| University Degree       |    |      | 200                   | 26.8 %         |
| Masters Degree          |    |      | 39                    | 5.2 %          |
| Ph D                    |    |      | 1                     | <1 %           |
| Technical qualification |    |      | 62                    | 8.3 %          |
| Other                   |    |      | 94                    | 12.6 %         |
| <b>Totals</b>           |    |      | <b>744</b>            | <b>100%</b>    |

Indicate your age group.

| Answer                | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|----|------|-----------------------|----------------|
| Up to 24 years of age |    |      | 7                     | 1.3 %          |
| 25 to 34 years of age |    |      | 122                   | 23.0 %         |
| 35 to 49 years of age |    |      | 295                   | 55.6 %         |
| 50 years and over     |    |      | 91                    | 17.1 %         |
| Other                 |    |      | 4                     | <1 %           |
| No Response(s)        |    |      | 11                    | 2.0 %          |
| <b>Totals</b>         |    |      | <b>530</b>            | <b>100%</b>    |

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Thank you once again for participating in our reader/membership survey. Your responses will help ensure that Informed Voice always remains relevant and responsive to your needs as well as an active force for free choice in Australia.

As mentioned in the survey introduction, we have some fantastic prizes which have been donated by our advertisers and supporters. If you would like to go into the draw to win one of these prizes, please enter your contact details below. The prizes will be drawn on the 28th of March, 2008 and we will notify all winners as quickly as possible. We will try to offer you your choice of prizes, but it will be first come first served.

As always, we at Informed Voice and the AVN value your privacy and will never sell, lend, rent or otherwise share your details with any third party. Survey results will be fully de-identified for your protection.

| <b>Answers</b>             | <b>Number of Response(s)</b> |
|----------------------------|------------------------------|
| First Name                 | 486                          |
| Last Name                  | 484                          |
| Company Name               | 123                          |
| Work Phone                 | 254                          |
| Home Phone                 | 389                          |
| Email Address              | 475                          |
| Address 1                  | 444                          |
| Address 2                  | 92                           |
| City                       | 429                          |
| State/Province (US/Canada) | 4                            |
| Postal Code                | 455                          |
| Country                    | 474                          |