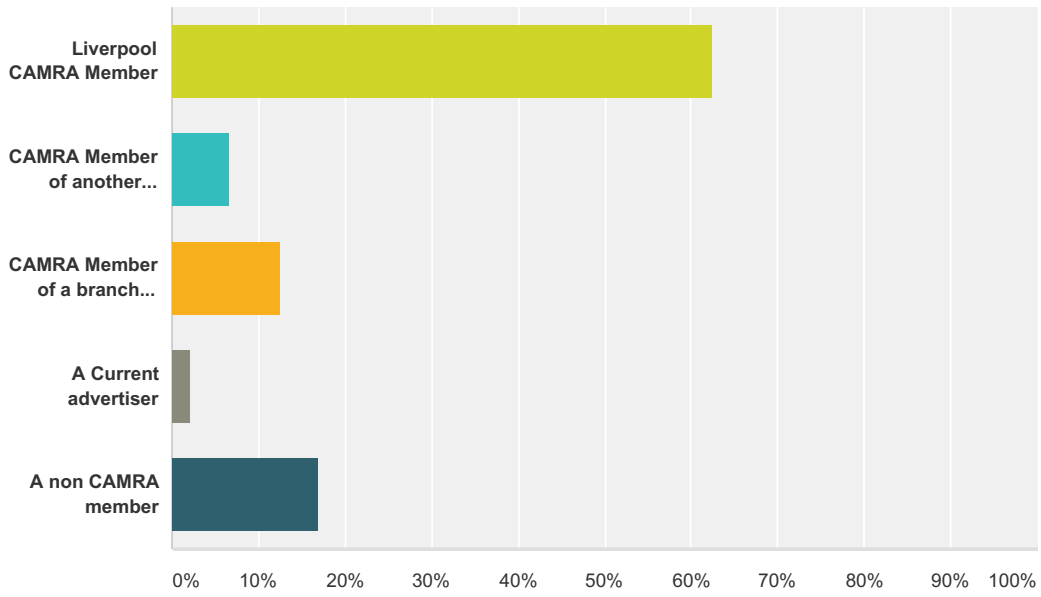


Q1 Are you are:

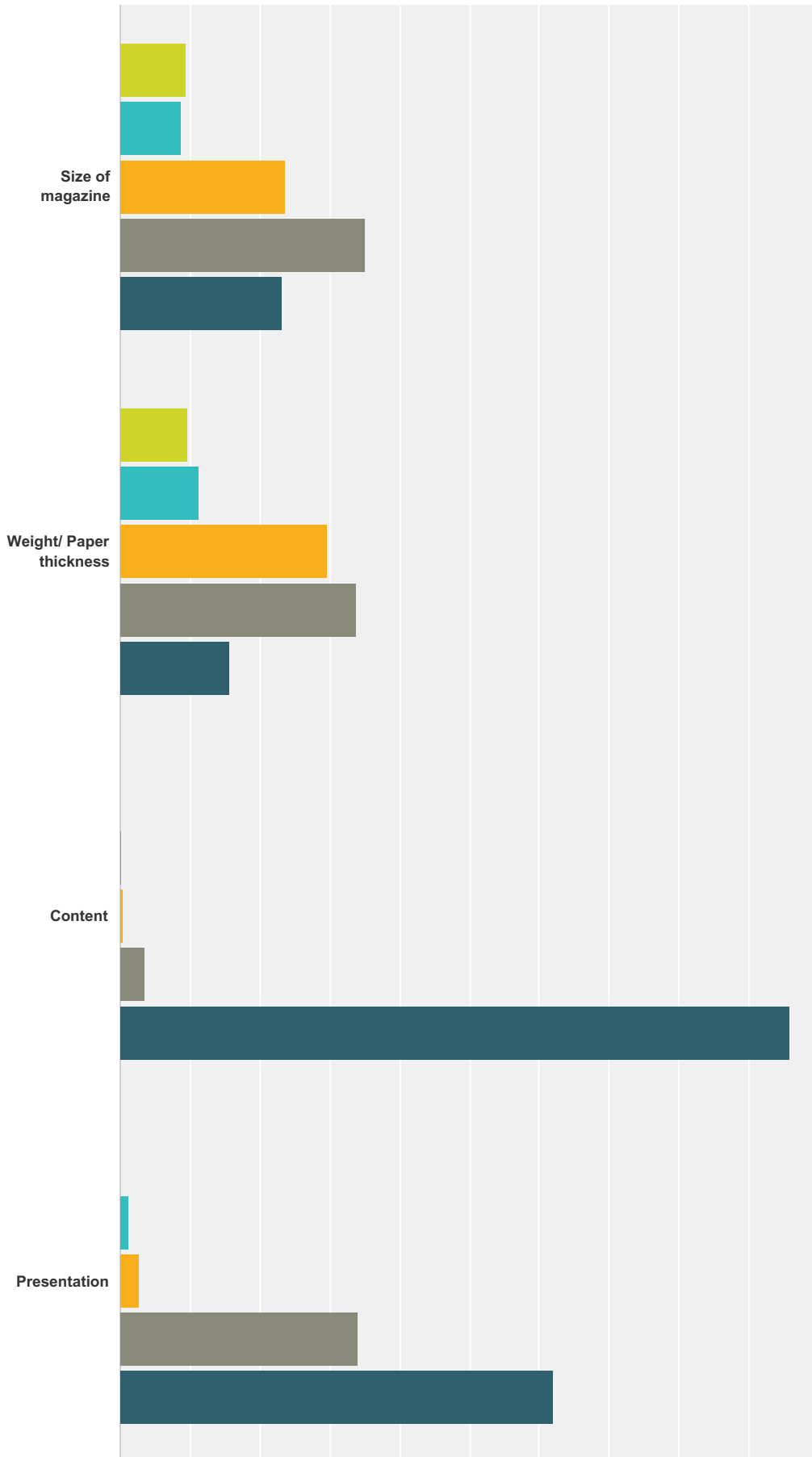
Answered: 420 Skipped: 0



Answer Choices	Responses
Liverpool CAMRA Member	62.38% 262
CAMRA Member of another Merseyside branch (Not Liverpool)	6.67% 28
CAMRA Member of a branch outside Merseyside	12.62% 53
A Current advertiser	2.14% 9
A non CAMRA member	16.90% 71
Total Respondents: 420	

Q2 Which of these are the most important to you

Answered: 401 Skipped: 19



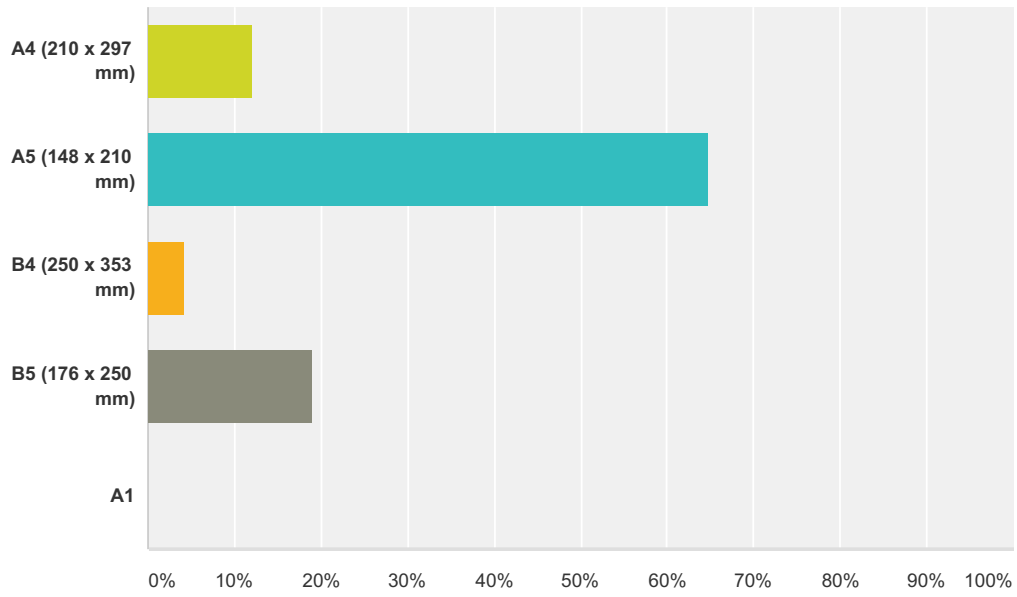
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Not at all important
 Not important
 Doesn't matter either way
 Slightly important
 Very important

	Not at all important	Not important	Doesn't matter either way	Slightly important	Very important	Total
Size of magazine	9.30% 37	8.79% 35	23.62% 94	35.18% 140	23.12% 92	398
Weight/ Paper thickness	9.60% 38	11.36% 45	29.55% 117	33.84% 134	15.66% 62	396
Content	0.00% 0	0.25% 1	0.50% 2	3.51% 14	95.74% 382	399
Presentation	0.00% 0	1.25% 5	2.76% 11	34.09% 136	61.90% 247	399

Q3 What size magazine do you prefer?

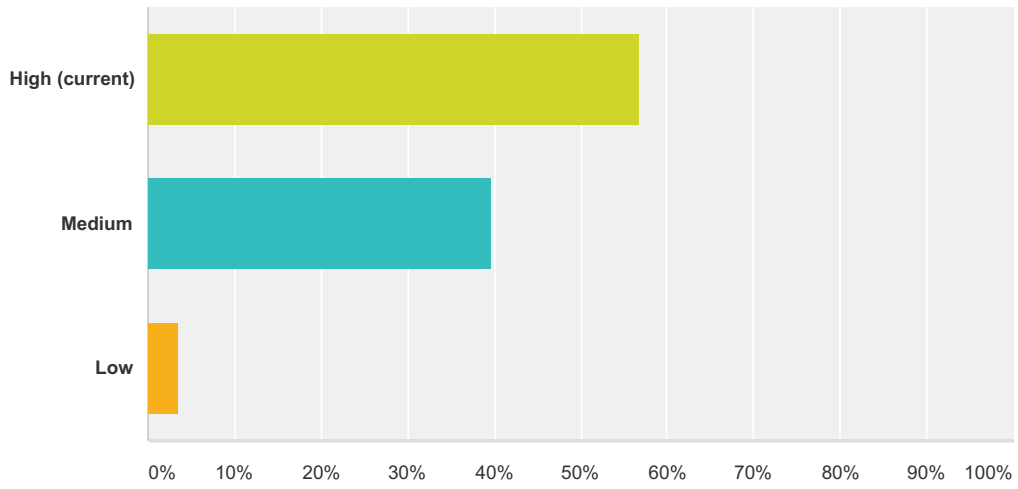
Answered: 402 Skipped: 18



Answer Choices	Responses
A4 (210 x 297 mm)	12.19% 49
A5 (148 x 210 mm)	64.68% 260
B4 (250 x 353 mm)	4.23% 17
B5 (176 x 250 mm)	18.91% 76
A1	0.00% 0
Total	402

Q4 Which paper quality do you prefer

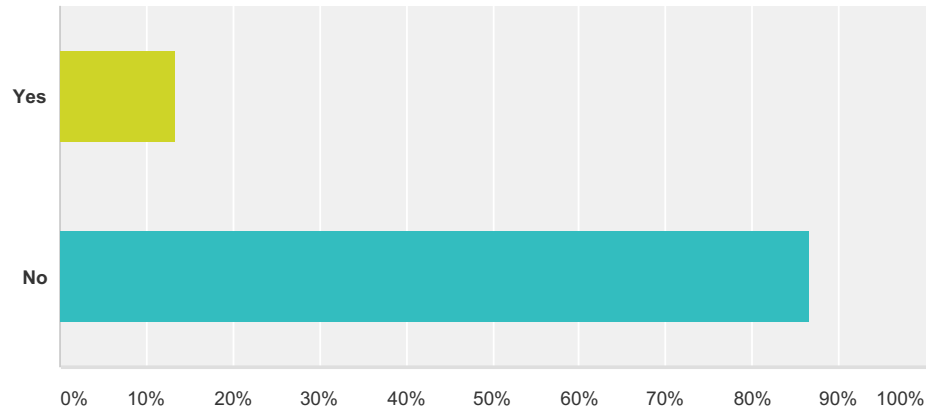
Answered: 398 Skipped: 22



Answer Choices	Responses
High (current)	56.78% 226
Medium	39.70% 158
Low	3.52% 14
Total	398

Q5 Do you download MerseyAle from the website?

Answered: 392 Skipped: 28



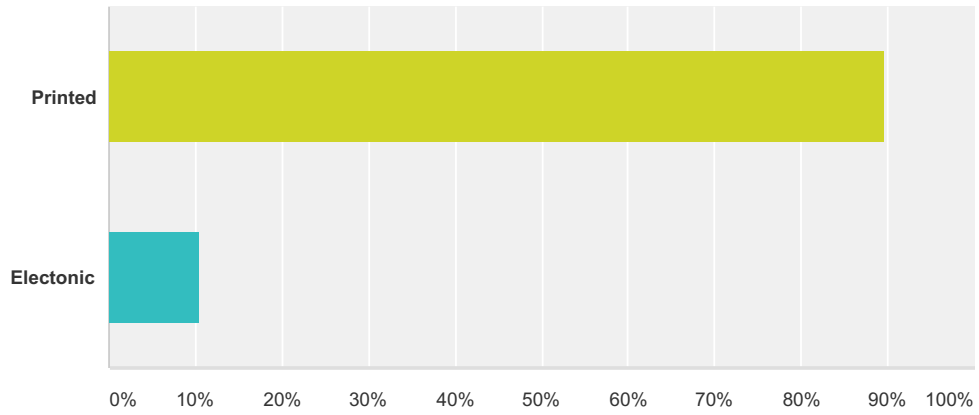
Answer Choices	Responses
Yes	13.27% 52
No	86.73% 340
Total	392

Q6 If you don't currently download MerseyAle from the website, what would encourage you to do so?

Answered: 268 Skipped: 152

Q7 Would you prefer this magazine as a printed or an electronic (online/ download) version?

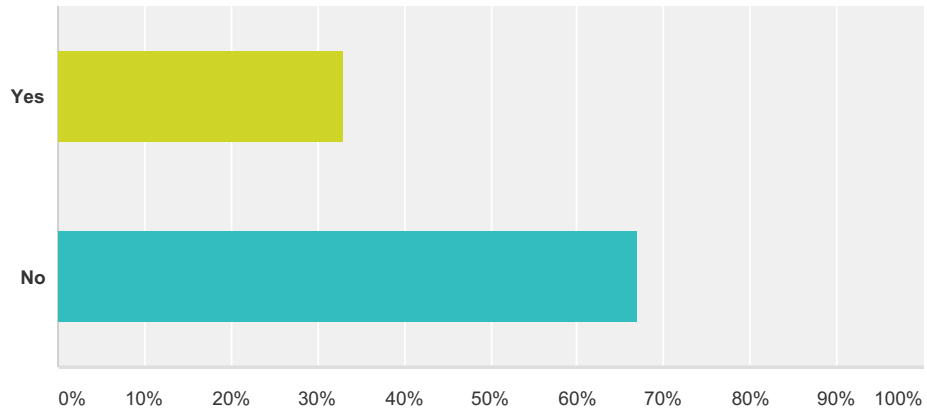
Answered: 391 Skipped: 29



Answer Choices	Responses
Printed	89.51% 350
Electronic	10.49% 41
Total	391

Q8 Would you be willing to pay for Merseyale?

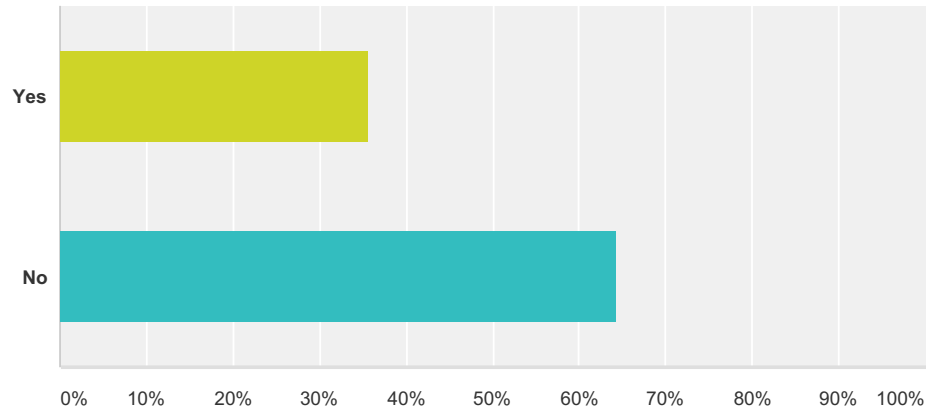
Answered: 387 Skipped: 33



Answer Choices	Responses	
Yes	33.07%	128
No	66.93%	259
Total		387

Q9 If you are a advertiser would to be willing to pay more for adverts?

Answered: 84 Skipped: 336



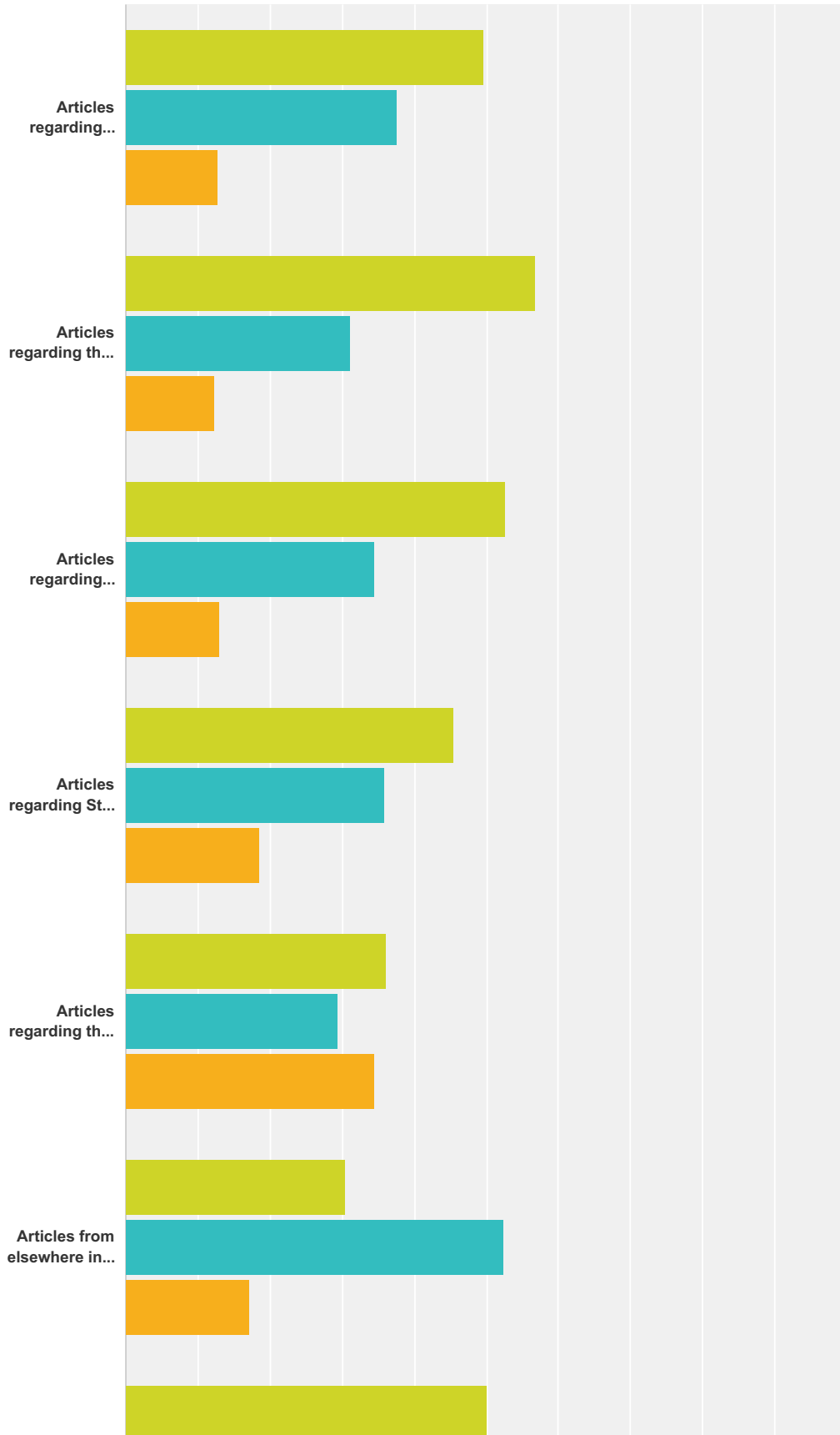
Answer Choices	Responses	
Yes	35.71%	30
No	64.29%	54
Total		84

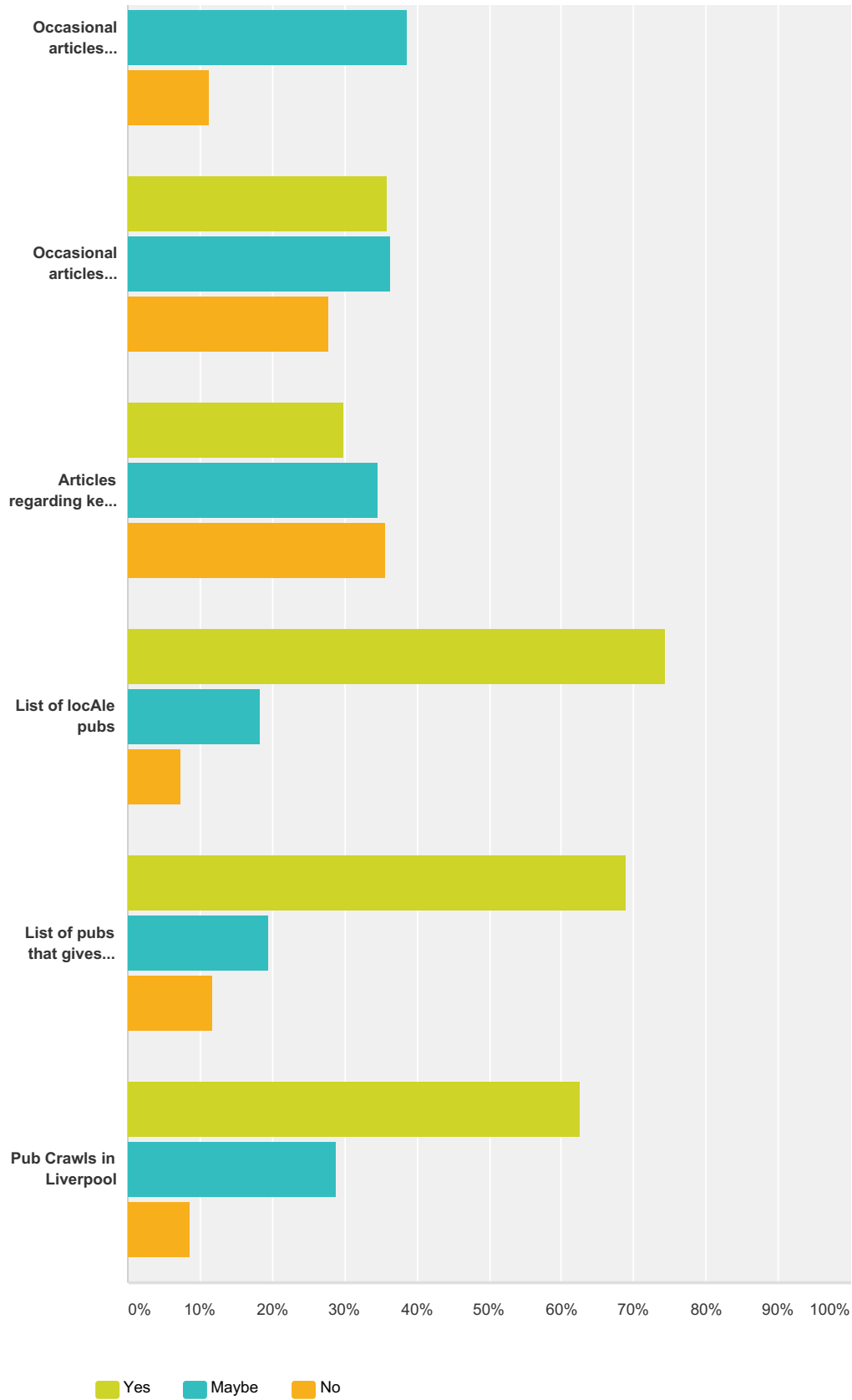
Q10 Do you have any comments on advertising or the adverts?

Answered: 132 Skipped: 288

Q11 The magazine will contain articles on local CAMRA campaigns/pubs/ real beer, cider & perry. In addition, do you want regular:

Answered: 393 Skipped: 27





	Yes	Maybe	No	Total
Articles regarding national campaigns/pubs/beer	49.62% 195	37.66% 148	12.72% 50	393
Articles regarding the Wirral	56.74% 223	31.04% 122	12.21% 48	393
Articles regarding Southport	52.67% 207	34.35% 135	12.98% 51	393

Articles regarding St Helens	45.55% 179	35.88% 141	18.58% 73	393
Articles regarding the Isle of Man	36.13% 142	29.52% 116	34.35% 135	393
Articles from elsewhere in the region	30.53% 120	52.42% 206	17.05% 67	393
Occasional articles regarding drinking elsewhere in Britain	50.13% 197	38.68% 152	11.20% 44	393
Occasional articles regarding drinking abroad	35.88% 141	36.39% 143	27.74% 109	393
Articles regarding key keg beer	29.77% 117	34.61% 136	35.62% 140	393
List of local pubs	74.30% 292	18.32% 72	7.38% 29	393
List of pubs that gives CAMRA discount	68.96% 271	19.34% 76	11.70% 46	393
Pub Crawls in Liverpool	62.60% 246	28.75% 113	8.65% 34	393

Q12 Any other articles or content you would like to see?

Answered: 139 Skipped: 281

Q13 Do you have any other comments, questions, or concerns?

Answered: 170 Skipped: 250