



SURVEY FOR THE EXODUS UPDATE

Dear Readers: To bring you as much Exodus information as possible, we would like to get to know you a little better. Would you be so kind as to fill out this questionnaire and return it to us. This will help us better serve you in the future.

1. How did you obtain this copy of the Exodus Update?

- ☐ Through the mail
- ☐ Got it from a friend
- ☐ Got it from an ex-gay ministry
- ☐ Picked one up at a conference/seminar/exhibit booth

2. On average, how long do you spend reading the Exodus Update?

- ☐ 5 or less minutes
- ☐ 5-15 minutes
- ☐ 15-30 minutes
- ☐ 30 minutes or more

3. What is the primary reason you read the Exodus Update?

- ☐ Personal inspiration and education
- ☐ To stay abreast of the news among the "ex-gay" movement
- ☐ For the testimonies
- ☐ To help a gay/ex-gay friend
- ☐ To help a gay/ex-gay spouse
- ☐ To help a gay/ex-gay son or daughter

4. After you read the Exodus Update, what do you do with it?

- ☐ Save the entire issue for future reference
- ☐ Clip particular articles of interest
- ☐ Share it with a friend/acquaintance/family member
- ☐ Discard/recycle it

5. Not including yourself, how many other people including household and non-household members read or look at your copy of the Exodus Update? (please fill in)

6. How interested are you in hearing more about... (Very = A; Somewhat = B; Slightly = C; Not At All = D):

- | A | B | C | D | |
|--------------------------|--------------------------|--------------------------|--------------------------|--|
| ☐ | ☐ | ☐ | ☐ | National "ex-gay" news-making events |
| ☐ | ☐ | ☐ | ☐ | International "ex-gay" news-making events |
| ☐ | ☐ | ☐ | ☐ | News from ex-gay ministries (nationally) |
| ☐ | ☐ | ☐ | ☐ | News from ex-gay ministries (internationally) |
| ☐ | ☐ | ☐ | ☐ | Homosexual/political issues |
| ☐ | ☐ | ☐ | ☐ | Homosexual/psychological issues |
| ☐ | ☐ | ☐ | ☐ | Homosexual/biological issues |
| ☐ | ☐ | ☐ | ☐ | Homosexual/theological issues |
| ☐ | ☐ | ☐ | ☐ | Homosexual/media issues |
| ☐ | ☐ | ☐ | ☐ | Testimonies of freedom from homosexuality |
| ☐ | ☐ | ☐ | ☐ | Testimonies from parents of gay/ex-gay persons |
| ☐ | ☐ | ☐ | ☐ | Testimonies from spouses of gay/ex-gay persons |
| ☐ | ☐ | ☐ | ☐ | Testimonies from friends of gay/ex-gay persons |
| ☐ | ☐ | ☐ | ☐ | Prayer requests |
| ☐ | ☐ | ☐ | ☐ | Calendar of events |
| ☐ | ☐ | ☐ | ☐ | Information on new resources |

7. What else would you like to see in the Exodus Update (please fill in):

8. How do you rate your interest in the stories in this issue of Exodus Update (Very = A; Somewhat = B; Slightly = C; Not At All = D):

- | A | B | C | D | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------|
| ☐ | ☐ | ☐ | ☐ | Lead article (page 1) |
| ☐ | ☐ | ☐ | ☐ | Secondary articles (pages 2&3) |
| ☐ | ☐ | ☐ | ☐ | Testimony Insert |
| ☐ | ☐ | ☐ | ☐ | Resources |
| ☐ | ☐ | ☐ | ☐ | Office News |
| ☐ | ☐ | ☐ | ☐ | Calendar of Events |
| ☐ | ☐ | ☐ | ☐ | Prayer Points |

The following questions will not be used on an individual basis. All answers will be tabulated together to give us a general idea of the demographic makeup of the readers of the Exodus Update. Thank you for responding to these questions.

9. Are you ☐ Male ☐ Female

10. How old are you?

- | | | |
|-----------------------------------|--------------------------------|--------------------------------|
| ☐ Under 18 | ☐ 18-24 | ☐ 25-34 |
| ☐ 35-44 | ☐ 45-54 | ☐ 55 + |

11. What is your current marital status?

- ☐ Married ☐ Single, never married
- ☐ Divorced/Separated/Widowed

12. What is the highest level of education you have completed?

- ☐ Did not graduate high school
- ☐ Graduated high school
- ☐ Some college
- ☐ Graduated college
- ☐ Postgraduate study

13. Do you have any final comments?

Please mail your completed survey to:

Newsletter Survey
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