

QUESTIONS AND RESPONSES TO "THE CANADIAN FRIEND" READERSHIP SURVEY 2004

1. WHAT DO YOU FIND MOST USEFUL ABOUT "THE CANADIAN FRIEND"?

Around the Family - 1; Articles - 1; Articles and inserts - 1
Connection with CYM Quakers - 4; Everything - 1; Exchange amongst Friends - 1
Finding out what f/Friends are doing - 1; Hearing about thoughts and actions of Canadian Friends - 4
It is delivered to my door - 1; Interesting rather than useful - 1;
Keeping in touch with Canadian Quaker thinking - 4; Learning about each other's beliefs and concerns - 1
Pamphlet inserts - 1; Pamphlet series, registration packets, etc. - 1; Relevance, known writers - 1
Some articles - 1; That it is all about Canadian Quakers and articles are by Canadian Quakers - 2;
Theme, articles, Clerking Corner - 1; Thoughtful tone of articles- 1
Variety and surprise for personal reward - 1; Updating Quaker info with the rest of Canada - 2; No answer - 9

2. WHAT DO YOU FIND LEAST USEFUL ABOUT "THE CANADIAN FRIEND"?

Ads - 1; Art - 1; Articles on sexual issues and harassment - 1
Articles which contain no 'new ideas' - 1; Can't say - 1; Everything has its use - 1
French material - 1; I like it all - 1; Most of it - 1
Nothing - 2; Reports - 1; Small bits of whatever to fill spaces - 1
That I do not know writers personally - 1; No answer - 25

3. WHAT DO YOU FIND MOST ENJOYABLE ABOUT "THE CANADIAN FRIEND"?

Articles and stories by Friends - 3; Articles that add solid knowledge - 1; Broad variety of topics - 1
Everything - 1; Hearing about others' journeys - 1; I often know the authors - 3
Keeping informed about Friends across Canada - 3
Meeting news - 1; Pamphlets - 1; Personal accounts of events - 1
Photos, well-written articles about Friends, environmental concerns and actions - 1
Poetry and art - 2; Reading articles by Canadian Friends - 1
Some articles - 1; That it is all about Canadian Quakers and articles are by Canadian Quakers - 2
Theme articles - 1; Variety and surprise and proof-reading - 1; Views I find inspiring - 1; No answer - 13

4. WHAT DO YOU FIND LEAST ENJOYABLE ABOUT "THE CANADIAN FRIEND"?

Christian articles - 1; Don't know - 1; Dull printing and poor photo reproduction - 1
Everything has its use - 1; I enjoy all of it - 1; Info about CYM committees - 1
In this issue, Chuck Fager's article - 1; Missing relevance to larger issues; local issues - 1
Nothing really - 2; Poetry - 2; Photos - 1
Reports - 1; Reports on Friends' gatherings I don't attend - 1; Sentimentalists - 1
Talk about cost - 1; The Gee-whiz attitude - 1; Vague articles - 1; No answer - 19

5. HOW MUCH OF "THE CANADIAN FRIEND" DO YOU USUALLY READ?

(Note that some Friends checked more than one answer in this section.)

All of it - 25; Only a little - 5; About half or two-thirds - 12; None of it - 1

6. OVERALL, HOW VALUABLE DO YOU CONSIDER THE INFORMATION IN "THE CANADIAN FRIEND"?

Very valuable - 21; Somewhat valuable - 11; Not very valuable - 4; No answer - 3

7. PLEASE RATE YOUR INTEREST IN VARIOUS BROAD CATEGORIES:

(Key: A = No interest; B = Moderate interest ; C = High interest; Those with no answers have not been listed.)

- Around the Family: A - 2; B - 13; C - 19
- Articles on theme or other feature articles: A - 1; B - 9; C - 22
- Book reviews: A - 1; B - 16; C - 16
- Clerking Corner: A - 6; B - 16; C - 12
- Descriptions of new titles in Quaker Book Service: A - 4; B - 16; C - 15
- Editorial: A - 3; B - 16; C - 14
- French: A - 19; B - 4; C - 2
- Inserts: A - 3; B - 16; C - 15
- Letters to the Editor: A - 2; B - 15; C - 15
- Minutes, epistles , memorial minutes and reports: A - 4; B - 16; C - 16
- Photos and other graphics: A - 4; B - 15; C - 13
- Poetry: A - 11; B - 18; C - 6
- Religious Education/First Day School: A - 9; B - 17; C - 7
- Reprints: A - 5; B - 11; C - 4 (It was not clear that this meant reprints from other Quaker publications.)
- Other: Yearly Meeting - 1; Various things - 1

8. WHAT DO YOU THINK OF THE INCREASED USE OF PAID ADVERTISING IN "THE CANADIAN FRIEND"?

- Fine and helpful, if put in by allies and kindred spirits
- Fine and helpful if put in by allies and kindred groups; I first discovered Quakers via an ad for "Friends Journal" in "Sojourners' Magazine".
- Good, often very interesting ads; • As long as it stays on a separate page
- Acceptable when consistent with Testimonies; • No problem (3)
- OK (5); • OK, if low key and consistent with Quaker values
- Leave amount as it is; • OK, but should be kept relevant and minimal
- OK, if source is appropriate to Friends' values
- It can be informative of books, services, etc. or it can be too much as in "Friends Journal"
- No problem - it's relevant; • Only fair
- By other Quaker organisations. schools, etc. — OK; • For Quaker purposes and by Quakers, it's fine
- No answer (2); • Mercenary nuisance, like the pop-up ads in my computer freeware
- A sign of the times so necessary; • Probably necessary (2)
- I think it's fine.; • Broad interest to general circulation

- I accept it as necessary; • No, unless really necessary for funding.
- Tasteful is OK; • OK, if small and tasteful
- No problem, if appropriate, of course; • Good idea; goes without saying it must be Friendly
- If it's 'Quakerly' ads, it's fine

9 A. DO YOU THINK CLASSIFIED ADS MIGHT BECOME POPULAR IN "THE CANADIAN FRIEND", AS THEY ARE IN OTHER QUAKER PUBLICATIONS?

Yes- 21 ; No - 6; Possibly - 3; No answer - 9

9B. IF SO, WOULD YOU CONSIDER PLACING ONE?

No - 19; Yes - 13; Possibly - 4; No answer - 3

(One Friend noted the limitation of The Canadian Friend's infrequent publication)

10. DO YOU REGULARLY READ ANY OTHER QUAKER MAGAZINES OR NEWSLETTERS?

No - 9; Yes - 27; No answer - 3

10B. IF YES, PLEASE SPECIFY UP TO THREE FAVORITES:

Atlantic Friends Newsletter - 1; Befriending Creation - 3; FGC Connections - 1

Friendly Woman - 2; Friendly Word - 1; Friends Journal - 18

Friends Quarterly - 2; Friends World News - 1; Pendle Hill - 1

QCNC material - 1; QEW - 1; Quaker Concern - 9

Quaker Life - 3; Quaker Monthly - 1; QUNO Newsletter - 1

The Friend - 5; Vancouver Island Friend - 1; Yonge St. Friends' Newsletter - 2

11A. DO YOU EVER SUBMIT ARTICLES, POEMS, OR GRAPHICS TO "THE CANADIAN FRIEND"?

Yes - 16; No - 20; No answer - 3

11B. IF NOT, WHAT MIGHT HELP YOU DO SO?

- I'm an attender; as I become more familiar, I might, though I'm not a writer
- Talent (2); • Inspiration (3); • Inspiration, a strong concern about something
- Haven't yet but would if there was an area I knew about; • Don't know
- More time (3); • Relevant message ; • Time, cause, relevant message; • See answer to #22, Respondent D

12. DO YOU SHARE YOUR COPY OF "THE CANADIAN FRIEND" WITH OTHERS?

Yes - 15; No - 21; No answer - 3

13. DO YOU EVER PHOTOCOPY ARTICLES FROM "THE CANADIAN FRIEND" FOR OTHER PEOPLE?

Yes - 16; No - 19; No answer - 4

14A. DO YOU EVER LOOK AT "THE CANADIAN FRIEND" ON THE WEB?

No - 32 respondents; Yes - 3 Respondents

14B. IF NOT, WHY NOT?

- I don't like reading things on a monitor; prefer paper (11); • Use the web as little as possible
- No need; I have the paper copy (7); • Internet too expensive; • I am computer illiterate; no computer (2)
- Didn't know it was there; never thought of it. (3); • I'm not very good on computer. (2); • Time; too busy (2)

14C. IF YES, WHAT DO YOU THINK OF IT?

- I recommend it to many; I put it there!; • Good; • No answer - 4

15A. WHEN SEEING A MEMBER OR ATTENDER WHO HAS TALENT WITH PHOTOS, DRAWINGS, OR WRITING, DO YOU EVER RECOMMEND THAT THEY SUBMIT SOMETHING TO "THE CANADIAN FRIEND"?

No - 16; Yes - 21; No answer - 2

15B. IF NOT, WHAT MIGHT HELP YOU DO SO?

- This has been a nudge to be more aware to do this.; • Finders fee !!!; • Haven't thought of it
- No, but it's a good idea; • Might, if appropriate; • Remembering
- No, but this is a good idea and I can think of one artist to mention it to in our Meeting.
- Just to be reminded; • Slow to think

16A. DO YOU EVER RECOMMEND "THE CANADIAN FRIEND" TO ANYONE?

Yes - 17; No - 17; No answer - 5

16B. COMMENTS BY TWO READERS:

- I think everyone in our Worship Group already receives it.
- Everyone I know who would like it, gets it.

17A. HAVE YOU EVER SUGGESTED TO ANYONE THAT THEY SUBSCRIBE TO "THE CANADIAN FRIEND"?

No - 24; Yes - 11; No answer - 3

17B. IF SO, HOW OFTEN?

- Once to each; • Rarely (2); • Once (2); • Yearly
- All the time to our Worship Group attenders

18A. HAVE YOU EVER GIVEN A SUBSCRIPTION OF "THE CANADIAN FRIEND" TO ANYONE?

No - 32; Yes - 5

18B. IF SO, HOW OFTEN?

- to new attenders; • sent CF to Uganda Yearly Meeting; • annually, to my daughter
- once or twice; • always to old and new attenders of our Meeting

19. WHAT IS YOUR AGE?

Under 20 - 0; 21 to 30 - 0; 31 to 40 - 0
41 to 50 - 2; 51 to 60 - 13; 61 to 70 - 10
71 to 80 - 8; 81 to 90 - 4; over 90 - 0
no answer - 2

20. WHAT IS YOUR GENDER?

Male - 10; Female - 29

21. WHERE DO YOU LIVE?

Western Canada - 11; Prairies - 0; Central Canada, including Québec - 23
Eastern Canada - 4; Elsewhere - 1 (Philadelphia)

22. PLEASE SHARE ANY SUGGESTIONS AND/OR COMMENTS ABOUT “THE CANADIAN FRIEND” YOU’D LIKE US TO KNOW:

Respondent A: I’ve no objection at all to French material — it’s just that I don’t read French to speak of.

Respondent B: I am impressed and moved by the love and care that goes into each issue. Thank you!

Respondent C: Generally, my impression of the C.F. is that it’s dull, badly written, and centred on religious schlock I don’t want to know about. I’m occasionally surprised when I read an article someone has mentioned, to discover that it was well written and interesting. Perhaps a related photo or selected quotations as little side-bars, or sometimes more interesting and informative title could entice me to read more. Thank you!

Respondent D: 1) Submissions should at least be acknowledged, even if not used. 2) Would be more interesting if it combined CJJ, CFSC, and CFHA newsletters — CF does not provide good ‘reporting’ as is; no need for 3 (or more) newsletters. ... Many submissions seem to lack focus, research hard facts, reports of true ‘witness’ in Canada, examples of action that guide and inform. Newer Friends and attenders learn little about ‘living’ as Friends, present and past, from CF — a missed opportunity. An example of a good item was the first article in the “Outreach” issue — well researched and presented.

Respondent E: Issues show a steady improvement in appearance and content.

Respondent F: Good to see this survey. Larger font. Better printing quality. Migrate more to the online environment. June Etta — it’s a tough challenge to compete for the limited reading time we all have. CF’s interest to me mostly is that I know some of the authors and am curious to read their work CF could be more a forum for visioning the future of CYM, and also for the very active interfaith dialogue. Generally, I’m for less content, higher quality. ... What about teens ... ?

Respondent G: I like the format — please don’t go glossy!!!

Respondent H: With the personal and environmental expense of Yearly Meeting, I think “The Canadian Friend” is becoming crucial to fill the gap.

Respondent I: You are doing a good job with it.

Respondent J: Keep up the good work!

Respondent K: I like prouf reedink.

Respondent L: Canadian Friend keeps us in touch with each other. It’s great.

Respondent M: Looking closely at the March issue, I liked the articles by Chuck Fager and Catherine Raine especially — outsiders’ views on Canadian Quakerism. Maybe an article on the history of Canadian Friends, and how the three traditions became merged into CYM — a lot of f/Friends are unfamiliar with this history, I think.

Respondent N: I welcome articles by Young Friends. Has “Sporadical” died? How about reprinting Elaine Bishop’s contribution to Friends Quarterly, “What Jesus Means to Me”?

Respondent O: You can see the great thought and effort and planning you put into each issue — they're so varied and full of great stuff.

Respondent P: More inspirational articles with a Christian slant.

Respondent Q: I read it much more regularly than I used to, mainly because of the theme material.

Respondent R: I suspect it is important to long-standing Quakers (committed). But, for some reason, it is not my kind of reading. I learn more of a broader nature for TO. Star Saturday.

Respondent S: When I visited Susan Bax before she died in hospital, I brought the [Canadian] Friend (summer 2002) to which she had contributed and told her how excited I was by the book reviews. She tried to speak. I think she would have said, "Yes! What have I been trying to tell you?" In my crowded life, The Canadian Friend has become increasingly important and increasingly read. Thank you!

Respondent T: - publish four issues a year (to save money); - improve the quality of the content (more depth); - more meat to chew on

Respondent U: I wish the covers weren't all grey. I'd like the colour to indicate time of year — e.g., all Jan-Feb issues, grey; all Mar-Apr issues, blue; etc.

Respondent V: Gale Wills' article in the December 2003 was excellent— an example of what Canadian Friends should be considering

Respondent W: Having a good editor makes a big difference.

Respondent X: More history; some interviews, bios of Canadian Friends who are doing interesting things, more Letters to the Editor, or opinions from ordinary Friends; some philosophy on spiritual concept;. I would like to see such spiritual topics as (1) What is your idea of God?; (2) a discussion of superstitions and pagan elements in Christianity; (3) an explication of Hicksite theology; (4) women in Quaker history.

Respondent Y: I have not filled in the questionnaire as I find it too 'busy' and not where I am in relation to The Canadian Friend. I am on this working group for re-organisation, and my mind id led to the best use of communication tools we have. I think CF is the primary communication tool we have and would love to see it 1/2 "views" and 1/2 "news," with more intentional news-sharing. I am aware out here in the boonies that much information does not reach such outskirts. This is not to blame you, but indicates to me that a whole overview of how we communicate is needed.

Respondent Z: I find it difficult to answer some of the questions in the survey.:

a) the terms "useful" and "enjoyable" — am not sure how to interpret these words. Also "valuable"

b) some questions that do not apply to me, e.g., #12, 16, 17 — since I understand that my Monthly Meeting receives The Canadian Friend. In my view, The Canadian Friend has a purpose in making members aware of what is going on in other parts of the country, what Friends are thinking, and why.

I also believe the journal is, or should be, a source of spiritual renewal and nourishment, where the roots and foundations of our Religious Society are emphasized. With best wishes for continued success in this endeavour. God bless!

Thirteen respondents did not write any comments or suggestions.