

2007 Reader Survey

ColoradoBuilder^{FORUM}

Journal of the Colorado Association of Home Builders

Please take a moment to complete this survey.

Your feedback is very important and it will help us continue to bring you the information that's the most useful, practical and valuable to you and your business.

Your main activity is:

- Builder Developer Remodeler Manufacturer
 Supplier Other (please specify) _____

If you are a builder, how many homes did you build last year?

- 1-5 6-10 11-25 26-50
 51-100 101-500 Other (please specify) _____

In which city/town is your company located?

Number of employees: _____ Years in business: _____

After reading your copy of the *Colorado Builder Forum*, what do you do with it?

- Display in waiting area Circulate in office File
 Keep for future reference. How long? _____ Pitch it

How long do you keep *Colorado Builder Forum*?

- One week One month Two months
 Other (please specify) _____

What other home building magazines do you read?

- Builder* *Custom Builder* *Remodeler* *Big Builder*
 Local HBA magazine/newsletter None
 Other (please specify) _____

Over the past two years, *Colorado Builder Forum* has had departments that have run for a year. Of the year-long departments, please rank them in the order you found them to be most relevant to you.

- _____ Technology
_____ Marketing
_____ Hot Spots (economic development around the state)
_____ Green Building
_____ Illegal Immigration

Where do you get your education about the home building industry? Check all that apply.

- Publications News E-newsletters
 Internet Trade shows Networking events

How do you find suppliers for your business?

- Trade Shows Publications Networking events

How interesting and relevant do you find each of the following regular departments:

	Very	Somewhat	Not at all
Ongoing political and legislative coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From the Hallway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Point >< Counterpoint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member Spotlight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
President's Message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If *Colorado Builder Forum* had an interactive web site, how often would you use it?

- Daily Weekly Monthly Never

What would you like to see more of in *Colorado Builder Forum*?

This is YOUR magazine. What additional information do you think is important for us to know about *Colorado Builder Forum*?

Do you want to receive e-mails from *Colorado Builder Forum*?

- Yes No

If yes, please include your e-mail address:

In your office, who else do you want to receive a copy of *Colorado Builder Forum*?

Contact Name _____

Company _____

Street Address _____

City, State _____ ZIP Code _____



Thank you for participating in this survey.
We appreciate your time and feedback.

Please fax to CAHB at 303-639-4954