

# LIBRARY

Department of Biodiversity,  
Conservation and Attractions

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# Dear *LANDSCOPE* readers,

Time flies! It has now been nearly two years since *LANDSCOPE* magazine was given a new look and we would love to know your thoughts. We value your readership and want you to keep enjoying each issue of *LANDSCOPE*.

To thank you for your time and feedback we have a *WA Naturally* framed print of a bobtail illustration by Gooitzen van der Meer that is featured in the Autumn 2016 issue of *LANDSCOPE* to give away. For your chance to win this beautiful print simply send your completed survey to:

***LANDSCOPE* magazine**  
Reply paid 25, Locked Bag 29  
Bentley Delivery Centre WA 6983

Other ways to participate: online at [shop.dpaw.wa.gov.au/landscape](http://shop.dpaw.wa.gov.au/landscape) and click on the *LANDSCOPE* readers survey link; or phone us on (08) 9219 9913.



## About our readers

### 1 Your age group?

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 18 – 29 |
| <input type="checkbox"/> 30 – 39  | <input type="checkbox"/> 40 – 49 |
| <input type="checkbox"/> 50 – 59  | <input type="checkbox"/> 60 – 69 |
| <input type="checkbox"/> 70 plus  |                                  |

### 2 Your gender?

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

### 3 Do you have children at home?

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

### 4 Your occupation?

- |   |  |
|---|--|
| <input type="checkbox"/> Professional       | <input type="checkbox"/> Professional tradesperson |
| <input type="checkbox"/> Student            | <input type="checkbox"/> Retired                   |
| <input type="checkbox"/> Family commitments | <input type="checkbox"/> Other                     |

### 5 How long have you been subscribing to *LANDSCOPE*?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than 1 year      | <input type="checkbox"/> Between 1 and 2 years  |
| <input type="checkbox"/> Between 2 and 5 years | <input type="checkbox"/> Between 5 and 10 years |
| <input type="checkbox"/> More than 10 years    |   |

### 6 How long do you spend reading an issue of *LANDSCOPE*?

- |   |   |
|---|---|
| <input type="checkbox"/> Less than 30 minutes | <input type="checkbox"/> 30 minutes to 1 hour |
| <input type="checkbox"/> 1 to 2 hours         | <input type="checkbox"/> 2 to 3 hours         |
| <input type="checkbox"/> more than 3 hours    |   |

### 7 Which of the following best describes how thoroughly you read through *LANDSCOPE*?

- ☐ I look at the photographs mostly
- ☐ I usually just have a quick look and put it away
- ☐ I read a few short stories
- ☐ I read the long feature stories
- ☐ I read most of the stories
- ☐ I read the whole magazine from cover to cover

### 8 The number of other people who read your copy of *LANDSCOPE*?

- ☐ None
- ☐ 1 – 2
- ☐ 2 – 4
- ☐ 5 or more

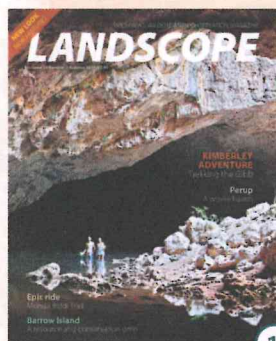
### 9 What do you do with your copies of *LANDSCOPE* once you have finished reading them?

- ☐ Keep it for my collection
- ☐ Give it to my local school/library
- ☐ Give it to family/friend to read
- ☐ Throw it away

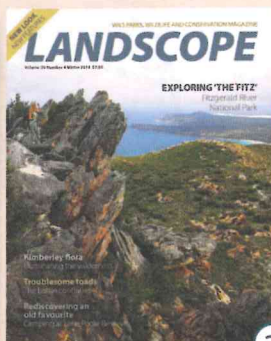
### 10 Have you ever visited a park after reading about it in *LANDSCOPE*?

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

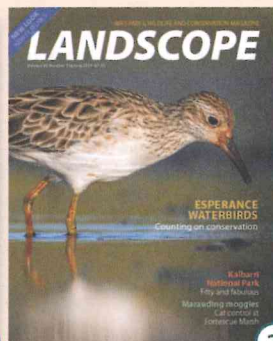




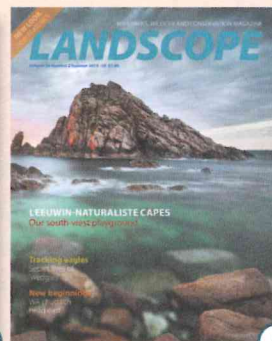
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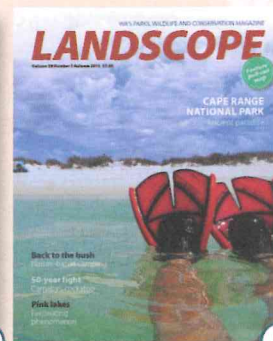
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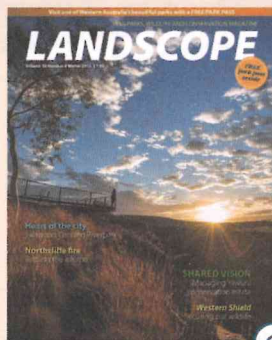
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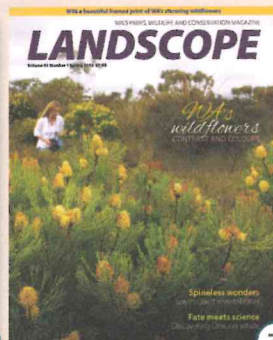
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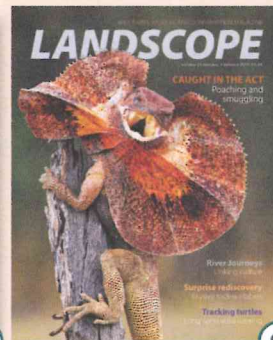
6



7



8



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11 Which of the above covers appeal to you most? (tick as many as you like)

- ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 6   ☐ 7   ☐ 8   ☐ 9

12 Which of the above covers do you like the least? (tick as many as you like)

- ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 6   ☐ 7   ☐ 8   ☐ 9

13 What do you like most about LANDSCOPE? (tick as many as you like)

- ☐ The presentation  
☐ The photography  
☐ The long feature stories (more than 2 pages)  
☐ The short features (1-2 pages)  
☐ The regular features  
☐ Bush Telegraph  
☐ Discovered  
☐ Kaleidoscope  
☐ Special features such as map lift-outs and photo essays

Stories relating to;

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> parks                        | <input type="checkbox"/> animals            | <input type="checkbox"/> plants             |
| <input type="checkbox"/> conservation                 | <input type="checkbox"/> science            | <input type="checkbox"/> marine environment |
| <input type="checkbox"/> travel                       | <input type="checkbox"/> camping            | <input type="checkbox"/> history            |
| <input type="checkbox"/> fire                         | <input type="checkbox"/> Aboriginal culture | <input type="checkbox"/> people             |
| <input type="checkbox"/> other (please specify) _____ |   |   |

- 14** Which of the following statements do you most agree with? (tick as many as you like)

LANDSCOPE...

- ☐ has content that is relevant and of interest to me.
- ☐ inspires me to explore Western Australia's parks.
- ☐ is a useful reference on Western Australia's native plants and animals.
- ☐ is based on good science.
- ☐ is well written.
- ☐ articles are easy to read and understand.
- ☐ has beautiful photography.

- 15** What would you like see more of in LANDSCOPE magazine?

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- 16** What would you like see less of in LANDSCOPE magazine?

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- 17** If you could change one thing about LANDSCOPE magazine, what would it be, and why?

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- 18** LANDSCOPE magazine subscriptions cost \$30 (within Australia) for four issues. Do you think this represents;

- ☐ excellent value for money    ☐ good value for money
- ☐ average value for money    ☐ poor value for money
- ☐ terrible value for money

Comments 

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- 19** Do you intend to renew your subscription to LANDSCOPE?

- ☐ Yes                      ☐ No

If no, please let us know why;

- ☐ I can no longer afford it.
- ☐ I don't think it represents good value for money.
- ☐ The content no longer interests me.
- ☐ I just don't like the presentation of the magazine.

Comments 

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- 20** How important is the work of the Department of Parks and Wildlife to you?

- ☐ Not important at all
- ☐ Somewhat important
- ☐ Neutral
- ☐ Very important

- 21** Did you know that LANDSCOPE magazine;

- ☐ uses paper with a 55 per cent recycled content?
- ☐ is printed in WA by a printer with high environmental credentials?
- ☐ is delivered in biodegradable plastic?

Comments 

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- 22** How do you currently receive your LANDSCOPE renewal?

- ☐ Printed and posted
- ☐ Email

- 23** Would you be interested in a digital edition of LANDSCOPE magazine?

- ☐ Yes, I would prefer to receive a digital subscription only
- ☐ Yes, I would like to receive a print and digital subscription package.
- ☐ No, I prefer the print magazine only



## Incentives

- 24** As a subscriber, are you aware that you are entitled to a 15 per cent discount on *WA Naturally* publications?

☐ Yes ☐ No (Go to question 26)

- 25** If yes, have you used the 15 per cent discount available to purchase *WA Naturally* publications from the Department of Parks and Wildlife?

☐ Yes  
☐ I have purchased items but not used the discount  
☐ No, there isn't anything I want to purchase  
☐ No, I don't know how to use the discount



## Contact with us

- 26** Have you ever had to call us regarding your *LANDSCOPE* subscription?

☐ Yes ☐ No (Go to question 28)

- 27** If yes, which of the following best describes the level of service you have received?

☐ Excellent ☐ Good ☐ Average  
☐ Poor ☐ Terrible

- 28** How would you prefer us to contact you regarding your *LANDSCOPE* subscription?

☐ Phone ☐ Email ☐ Renewal only, no direct contact

- 29** Have you ever renewed your subscription online ([shop.dpaw.wa.gov.au](http://shop.dpaw.wa.gov.au))?

☐ Yes ☐ No (Go to question 31)

- 30** If yes, which best describes your experience of renewing or subscribing online?

☐ Excellent ☐ Good ☐ Average  
☐ Poor ☐ Terrible

Please provide any feedback on your experience: \_\_\_\_\_

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- 31** Any other comments?

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*Thank you for taking the time to help us produce and deliver a magazine that represents what you, our subscribers, value.*