

# 2010 Cross-Stitch & NEEDLEWORK SURVEY

Your opinions are very important to us. We want to know what you are looking for in *Cross-Stitch & Needlework* magazine. Please take a few minutes and fill out this survey. Thank you in advance for sharing your thoughts and ideas with us. Please mail a copy of the completed survey to:

*Cross-Stitch & Needlework* Magazine  
Attn: 2010 Survey  
PO Box 157  
Plover, WI 54467

You may also fill out this survey online at [www.c-sn.com](http://www.c-sn.com).

1. How do you receive each copy of *Cross-Stitch & Needlework*?
- Subscription
  - Newsstand/bookstore
  - Needlework/craft store
  - It's passed on to me from a friend
  - Other (please explain) \_\_\_\_\_

2. What will you do when your current subscription is up?
- I will most likely renew
  - I will probably buy it on the newsstand
  - I will not renew
  - Not applicable

3. How long do you keep each issue?
- One month or less
  - Until the next issue arrives
  - One year or less
  - Indefinitely, as a reference

4. How many friends read your copy of the magazine?
- 0
  - 1-3
  - 3-5
  - 6 or more

5. How does *Cross-Stitch & Needlework* magazine compare to other cross-stitch magazines?
- I like it best!
  - It rates about the same as others.
  - I don't like it as much as others.

6. How do you rate your interest in the magazine each month?
- I read it cover to cover as soon as it arrives.
  - I flip through it right away, and then go back and read it when I have time.
  - I rarely do more than quickly flip through each issue.

One lucky winner will receive a *Cross-Stitch & Needlework* gift basket, valued at **\$250!**

Winner to be chosen at random on March 31, 2010, from surveys received.

Completing survey is not required to be included in the drawing.

7. Do you read the advertising in *Cross-Stitch & Needlework* magazine?
- Yes
  - No
8. Which of the following departments do you regularly read in *Cross-Stitch & Needlework*? (Check all that apply.)
- Editor's Letter
  - Your Letters
  - New Products
  - Technique
  - Christmas Corner
  - Feature Designer Profile
  - In the Classroom with Jane Greenoff
  - Frantics
9. What kinds of projects would you like to see more of? (Check all that apply.)
- Cross-Stitch (large designs)
  - Cross-Stitch (small designs)
  - Needlepoint
  - Hardanger
  - Punchneedle
  - Embroidery
  - Beadpoint
  - Blackwork/Redwork
  - Lacework/Tatting
  - Crochet
  - Other (please explain) \_\_\_\_\_

10. What kinds of projects would you like to see less of? (Check all that apply.)
- Cross-Stitch (large designs)
  - Cross-Stitch (small designs)
  - Needlepoint
  - Hardanger
  - Punchneedle
  - Embroidery
  - Beadpoint
  - Blackwork/Redwork
  - Lacework/Tatting
  - Crochet
  - Other (please explain) \_\_\_\_\_

11. What kinds of finishing techniques are you interested in? (Check all that apply.)
- Framing
  - Quilting/wall hangings
  - Pillows
  - Pre-finished linens
  - Ornaments/bellpills
  - No-sew finishing products (jars, boxes, etc.)
  - Other (please explain) \_\_\_\_\_

12. What style of designs would you like to see more of in the magazine?  
(Check all that apply.)
- Home décor
  - Seasonal/Holiday
  - Wearables
  - Samplers
  - Children/Babies
  - Folk Art/Primitive
  - Contemporary/Abstract
  - Wildlife
  - Exotic/World designs
  - Other (please list) \_\_\_\_\_

13. What do you consider your stitching skill level to be?
- Beginner
  - Intermediate
  - Expert

14. How many years have you been stitching?
- 0-5
  - 6-10
  - 11-20
  - 21-30
  - Over 30

15. How do you find the skill level of the projects in *Cross-Stitch & Needlework* magazine?
- Very easy
  - Somewhat easy
  - Just right
  - Somewhat difficult
  - Very difficult
  - A good mix of projects for different skill levels

16. What materials do you like to work with? (Check all that apply.)
- Aida cloth
  - Linen fabric
  - Evenweave fabric
  - Over-dyed fabric
  - Over-dyed threads
  - Metallic floss
  - Beads
  - Charms
  - Pre-finished linens
  - Perforated paper/plastic
  - Specialty threads (linen, silks, etc.)

17. How many hours do you spend on needlework in an average week?
- Less than 3
  - 3-5
  - 6-10
  - 11-20
  - Over 20

18. How much do you spend on needlework in an average month?
- Less than \$20
  - \$20-\$49
  - \$50-\$74
  - \$75-\$99
  - \$100-\$150
  - Over \$150

19. Where do you shop for needlework supplies? (Check all that apply.)
- Local needlework store
  - By mail-order catalog
  - Chain craft store
  - Discount retailer
  - Online
  - Internet auctions
  - Other (please list) \_\_\_\_\_

20. How often do you shop for needlework supplies?
- More than once a week
  - Once a week
  - A few times a month
  - Once a month
  - A few times a year
  - Rarely

21. What needlework-related purchases have you made in the past year? (Check all that apply.)
- Needlework fabric
  - Floss/threads
  - Needles
  - Frames/hoops
  - Scissors and other tools
  - Books/leaflets
  - Kits
  - Organizational materials
  - Lighting/magnifiers
  - Classes/workshops
  - Finishing materials (frames, boxes, etc.)
  - Finishing services (framing, quilting, etc.)
  - Other (please list) \_\_\_\_\_

22. Do you have access to the Internet?
- Yes
  - No

## OPTIONAL QUESTIONS

23. Age:
- Under 25
  - 25-39
  - 40-49
  - 50-64
  - 65-79
  - Over 80

24. Gender:
- Female
  - Male

25. Household income:
- Under \$30,000
  - \$30,000-\$50,000
  - \$50,000-\$75,000
  - \$75,000-\$100,000
  - Over \$100,000

In order to be registered to win the gift basket valued at \$250, please fill out the following:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_



**SAVE A STAMP!**  
Go to **c-sn.com** to fill out the survey online.