



Help us make *Fifty Plus* even better!

You may win dinner for two at a restaurant of your choice with
Lt. Joe Kenda, star of Investigation Discovery's *Homicide Hunter*.

Richmond *Fifty Plus* is under new ownership, and we need your help to
develop into the monthly publication you most want to read!

Please answer the questions below and mail this page to us by Feb. 3. Or complete this
survey online at: bit.ly/FiftyPlusSurvey (One survey reply per person, please.)

1. How often do you read *Fifty Plus*?

- ☐ every month ☐ most months
☐ a few times a year
☐ this is my first time

2. How long have you been a *Fifty Plus* reader?

- ☐ a year or less ☐ 1 to 5 years
☐ more than 5 years

3. Where did you pick up this copy?

Where else do you sometimes pick up
copies? _____

What additional pick-up locations
would be helpful to you? (Please
provide address and name of a
contact, if known):

4. Thinking about past issues of *Fifty Plus* you have read, please rate the following qualities from 1 (poor) up to 5 (excellent).

Circle the rank that reflects your opinion.

a) variety of subjects covered

1 2 3 4 5

b) quality of writing

1 2 3 4 5

c) overall design

1 2 3 4 5

d) helpfulness of advertising

1 2 3 4 5

e) quality of calendar

1 2 3 4 5

5. What would you like to see changed about *Fifty Plus*?

(check all that apply)

- ☐ Cover wider variety of topics
☐ Expand health coverage
☐ Expand financial coverage
☐ Expand arts coverage
☐ Expand calendar
☐ Add info about housing options
☐ Accept classified ads
☐ Offer reader contests/drawings

6. What other topics or changes would you like to see in future issues?

(include a separate page if you like)

7. Which of these publications do you typically read, and how would you rate them? Circle the rank from 1 (poor) to 5 (excellent).

- ☐ Boomer
1 2 3 4 5
☐ Richmond Family (RFM)
1 2 3 4 5
☐ Richmond Parents
1 2 3 4 5
☐ Style Weekly
1 2 3 4 5
☐ Our Health Richmond
1 2 3 4 5
☐ Richmond Magazine
1 2 3 4 5

8. Please tell us your approximate age:

- ☐ under 50 ☐ 50-64
☐ 65-75 ☐ over 75

9. Are you:

- ☐ Male ☐ Female

So we may notify you if you win the random drawing, please provide your name, address, email and/or phone number:

Name: _____

Address: _____

City: _____

State _____ Zip _____

Email address: _____

Telephone: _____

Would you be willing to participate in a local focus group of *Fifty Plus* readers to help us improve our publication?

- ☐ Yes ☐ No

If yes, be sure to provide contact information above.

Complete this page and mail to:
Fifty Plus Survey

P.O. Box 17065

Richmond, VA 23226, or you may

complete this survey online at:

bit.ly/FiftyPlusSurvey

Thank you!

Fifty Plus