

GRAPEVINE SURVEY

Inspired by the 2010 Grapevine Conference Committee

1) What is the value of the Grapevine magazine to you? _____

2) How do you use the Grapevine magazine? _____

3) What would you like to change about the Grapevine magazine? _____

4) What do you think the purpose of the Grapevine magazine should be? _____

5) Please answer one of the following questions about the Grapevine magazine:

a) If you currently have a print subscription: If the GV offers digital delivery (eg, e-mail) in addition to the print version, will you opt out of the print version? Yes _____ NO _____

OR

b) If you currently do not have a print subscription: If the GV offers digital delivery (eg, e-mail) in addition to the print version, will you begin subscribing? Yes _____ NO _____

--If Yes, and the digital and print are a bundled subscription, would you opt out of the print version? Yes _____ NO _____

6) Important questions about you:

a) How old are you? _____

b) How long have you been sober? _____ years

c) Are you a GSR? Yes _____ NO _____

d) What district are you in (if known): _____

7) Do you currently subscribe to the Grapevine Magazine? Yes _____ NO _____

8) If you do not currently subscribe, have you previously? Yes _____ NO _____ If yes:

a) How long ago? _____ years

b) Why did you discontinue your subscription? (check all that apply)

- Content
- Price increase
- No longer read magazines
- No longer use or benefit from
- Other: _____

9) If you do not currently subscribe to the Grapevine Magazine, what would need to change for you to subscribe?

- Content
- Format (digital)
- Price reduction (willing to sacrifice color, pages)
- Nothing, will not subscribe
- Other: _____

10) If you checked "content" as a reason you do not subscribe or as an area you would like to see change, please elaborate...what specific changes would you like to see?: _____

11) Do you think it is important for the Grapevine Magazine to continue?: Yes _____ NO _____

12) In reference to pricing: (the Grapevine currently operates in a deficit, with shortfalls being covered by General Service Board approved withdrawals from the Reserve Fund).

a) Do you think the Grapevine Magazine should be priced so that the Grapevine is self-supporting? Yes _____ NO _____ DON'T KNOW _____

b) Do you think the Grapevine Magazine should remain priced lower than the cost of production, and that the Grapevine Board and General Service Board should generate plans to subsidize operations to bring to the fellowship for consideration?

Yes _____ NO _____ DON'T KNOW _____

Responses are to be submitted to your delegate no later than November 1, 2010. These will be compiled and forwarded to the AA Grapevine Corporate Board by year end, and will be included as background material for the 2011 Conference Committee on the A.A. Grapevine.