

## Chemistry in Australia reader survey

Please complete this survey and bring it along to your focus group session. Your comments are appreciated and will help us to produce an innovative and interesting magazine for RACI members.

Name (if desired)

Sex M F

Age group <25 25–35 36–45 46–55 >55

State/territory ACT NSW NT Qld SA Tas WA Vic

Member of RACI? yes no

What is your highest academic qualification?

Undergraduate Diploma Degree Graduate diploma Masters PhD

What is your major field of work?

Teaching Management Research Technician Production Student Other (please specify)

What is your industry sector?

Food Physical General Management Analytical Environmental Organic Biochemistry  
Engineering Inorganic Education No longer actively involved Other (please specify)

What are your main leisure interests?

Which of the following magazines do you read?

*Australia Biotechnology News* *Australasian Science* *Australian Journal of Chemistry* *C&E News*  
*Chemistry & Industry* *Chemistry International* *The Economist* *The Financial Review*  
*Nature* *New Scientist* *Science* *Scientific American*

How often do you read *Chemistry in Australia*?

Every issue Most issues Occasionally Rarely

Are feature articles relevant to you?

Never Sometimes Often

At what level do you think most feature articles should be pitched?

Specialist chemistry General chemistry

Please circle the five topics that you would be *most* interested to read about.

Agricultural/veterinary Analytical Art Biotechnology  
Cross-disciplinary Education Energy Engineering  
Environment Finance and economy History Industrial  
International Interstate member activities Law/IP Management  
Materials Medicinal/pharmaceutical Natural products OH&S  
Organic Ethics/philosophy Politics Profiles/interviews  
Software/IT Sport Training

Which of the following sections do you read regularly?

General news Environment news Hazmat and environment Cryptic chemistry  
*Australian Journal of Chemistry* Letter from Melbourne RACI news New products and services  
Book reviews Software reviews From the President Highlights of Australian Chemistry  
Obituaries Editorial Features Conferences page