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READERSHIP SURVEY

Completed surveys will be entered in a draw for a \$200 Visa gift card. All in name and address below (optional) and multiple of completed forms to address below.

1. What is your age?
Male Female Transgendered Other _____
2. What is your age?
18 to 24 25 to 30 31 to 40 41 to 50 51 to 60 61 to 70 Older than 70
3. Do you read your local paper to get news?
Yes No
4. If you answered "no" to the above question please indicate why (check all that apply to the independent) & indicate if the reasons in total equal 1. I get my news from social media. The content doesn't interest me.
5. How many people in your home read the Independent?
1 2 3 4 or more
6. How often do you read the Independent?
Regularly Twice a month Once a month Never
7. How thorough do you read each issue?
Completely Almost completely Not Less than half Not at all
8. On a scale of 1 (bad) to 5 (great), how would you rate the quality of the news content?
1 2 3 4 5
9. On a scale of 1 (bad) to 5 (great), how would you rate the quality of design?
1 2 3 4 5
10. On a scale of 1 (bad) to 5 (great), how would you rate the quality of photographs?
1 2 3 4 5
11. Would you like to see more puzzles like crosswords and Sudoku in the newspaper?
Yes No
12. Would you like to see more columns in the newspaper?
Yes No
13. Would you like to see more recipes in the newspaper?
Yes No
14. Would you like to see more reader photos in the newspaper?
Yes No
15. Would you like to see more people profiles in the newspaper?
Yes No
16. Would you like to see more educational/informal news in the newspaper?
Yes No
17. Would you like to see more parent/child articles in the newspaper?
Yes No
18. Would you like to see more historical articles in the newspaper?
Yes No
19. What content would you like to see less of? Indicate your first choice. Check all that apply. County politics news Community news Sports news Arts and Entertainment Business/shopping news Columns Other please specify _____
20. If you still do so, do you also read the newspaper?
Yes No I don't use it.
21. How do you generally read the Independent?
I print Online Both
22. How likely are you to continue to read the Independent on a scale of 1 to 10, with 1 being very unlikely?
1 2 3 4 5 6 7 8 9 10
23. What is your general impression of the Independent?

Name: _____ Phone: _____

Address: _____

Georgetown Independent, Readingship Survey
Georgetown Medical Plaza, 881 South Street, Unit 101, Georgetown, ON N7B 4P1



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