

READERSHIP SURVEY

Completed surveys will be entered in a draw for a \$500 Visa gift card. Fill in name and address below (optional) and mail/drop off completed forms to address below.

1. What is your sex?
Male Female Transgendered Other _____
2. What is your age?
10 to 20 20 to 30 30 to 40 40 to 50 50 to 60 60 to 70 Older than 70
3. Do you read your local paper in print form?
Yes No
4. If you answered no to the above question please indicate why.
Read it online on the Independent's website No interest in local news
I get my news from social media The content doesn't interest me
5. How many people in your home read the Independent?
0 1 2-4 5 or more
6. How often do you read the Independent?
Weekly Twice a month Once a month Never
7. How thoroughly do you read each issue?
Completely Almost completely Half Less than half Not at all
8. On a scale of 1 (low) to 5 (high), how would you rate the quality of the news content?
1 2 3 4 5
9. On a scale of 1 (low) to 5 (high), how would you rate the quality of design?
1 2 3 4 5
10. On a scale of 1 (low) to 5 (high), how would you rate the quality of photographic content?
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 columnists 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 education/school 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.
Council news County (region) news Crime/police news
Sports news Arts and Entertainment Business/shopping news
Columns Other, please specify _____
20. If you visit ifp.ca, do you also read the newspaper?
Yes No I don't visit ifp.ca
21. How do you primarily read the Independent?
In print Online Both
22. How likely are you to continue to read the Independent on a scale of 0 to 10, with 0 being very unlikely?
0 1 2 3 4 5 6 7 8 9 10
23. What is your general impression of the Independent?

Name: _____ Phone: _____

Address: _____

Georgetown Independent, Readership Survey

Georgetown Market Place, 280 Guelph Street, Unit 77, Georgetown L7G 4B1

For full draw details and information contact The Independent or go to
<http://www.theifp.ca/news-story/18916916-georgetown-independent-and-free-press-contacts-editorial-readership-survey/>

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