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# 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/8916916-georgetown-independent-and-free-press-conducts-editorial-readership-survey/>

**THE INDEPENDENT  
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