

2007 InTowner Reader Survey

A. HOW READ

Please let us know how The InTowner is read
(Responses should include both print & on-line)

1. The InTowner is published once a month. Including the current issue, how many of the last four issues have you read or looked into?
 1 2 3 4
2. How much of The InTowner would you say you look at or read when you pick up an issue?
 25% 50% 75% 100%
3. Do you usually take The InTowner home with you?
 usually sometimes never
4. During the month, how many times do you refer to the current issue of The InTowner?
 once twice three times four or more times
5. Do you check out The InTowner only on-line (Intowner.com)? yes no

B. READER SATISFACTION

Help us continue to serve the community better by letting us know what you like or dislike about The InTowner

1. How do you rate The InTowner overall?
 excellent good fair poor
2. How do you rate The InTowner in terms of:

	excellent	good	fair	poor
neighborhood news coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
source for finding goods/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ease in navigating our website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Which of the following are your favorite features? (check all that apply)
 A. From the Publisher's Desk G. Restaurant & Food
 B. Letters to the Editor H. ABC Board Actions
 C. Community Forum I. Neighborhood Theater
 D. Around Our Community J. Neighborhood Art & Museums
 E. Scenes from the Past K. Real Estate Sales
 F. Crime Reports L. Classifieds/Service Directory
If we had to eliminate one feature due to space constraints, which one would you suggest? (Please indicate letter in front of feature in list above) _____

C. ABOUT YOURSELF

1. What is your:
Age Sex Ethnic Background
 under 20 male white
 20 - 29 female black
 30 - 39 latino
 40 - 49 asian
 50 - 59 native american
 60 or over
2. Are you: single married divorced widowed
3. Do you consider yourself a part of the gay community? yes no
4. How many people are in your household? 1 2 3 4 or more
5. Are you: employed full-time employed part-time retired
If employed, do you work for:
 private company federal, state or local govt. self

Is your annual household income:
 less than \$30,000 \$30,000 - \$50,000
 \$50,000 - \$70,000 \$70,000 - \$90,000
 \$90,000 - \$110,000 \$110,000 - \$130,000
 \$130,000 - \$150,000 more than \$150,000
6. Where do you live?
 Adams Morgan Logan Circle
 Dupont Circle U Street/Shaw
 Sheridan/Kalorama Woodley Park/Cleveland Park
 Mt. Pleasant Other DC neighborhood
 Columbia Heights Suburbs/other locations
7. Do you: rent own stay with family or friends
8. About how many times have you eaten at a restaurant in the last month? _____
9. How many times have you gone on an overnight (or longer) trip in the last year? _____ For business _____ personal/vacation _____

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Or scan and email to: admin@intowner.com