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:
   - neighborhood news coverage
     - excellent  - good  - fair  - poor
   - source for finding goods/services
     - excellent  - good  - fair  - poor
   - ease in navigating our website
     - excellent  - good  - fair  - poor

3. Which of the following are your favorite features? (check all that apply)
   - A. From the Publisher’s Desk
   - B. Letters to the Editor
   - C. Community Forum
   - D. Around Our Community
   - E. Scenes from the Past
   - F. Crime Reports
   - G. Restaurant & Food
   - H. ABC Board Actions
   - I. Front Page News
   - J. Neighborhood Art & Museums
   - K. Real Estate Sales
   - 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
     - under 20  - 20 - 29  - 30 - 39  - 40 - 49  - 50 - 59  - 60 or over
   - Sex
     - male  - female
   - Ethnic Background
     - white  - black  - latino  - asian  - native american

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/Bloomingdale
   - 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 ________

---

Save this pdf to your desktop, complete the survey & return by email to office@intowner.com or mail to InTowner Publishing Corp., 1730-B Corcoran St., NW, Washington, DC 20009