

InTowner Reader Survey

A. HOW READ

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

- 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
- How much of The InTowner would you say you look at or read when you pick up an issue?
 25% 50% 75% 100%
- Do you usually take The InTowner home with you?
 usually sometimes never
- During the month, how many times do you refer to the current issue of The InTowner?
 once twice three times four or more times
- 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

- How do you rate The InTowner overall?
 excellent good fair poor
- 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"/>
- 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. Front Page News
 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

- What is your:

Age	Sex	Ethnic Background
<input type="checkbox"/> under 20	<input type="checkbox"/> male	<input type="checkbox"/> white
<input type="checkbox"/> 20 - 29	<input type="checkbox"/> female	<input type="checkbox"/> black
<input type="checkbox"/> 30 - 39		<input type="checkbox"/> latino
<input type="checkbox"/> 40 - 49		<input type="checkbox"/> asian
<input type="checkbox"/> 50 - 59		<input type="checkbox"/> native american
<input type="checkbox"/> 60 or over		
- Are you: single married divorced widowed
- Do you consider yourself a part of the gay community? yes no
- How many people are in your household? 1 2 3 4 or more
- 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:

<input type="checkbox"/> less than \$30,000	<input type="checkbox"/> \$30,000 - \$50,000
<input type="checkbox"/> \$50,000 - \$70,000	<input type="checkbox"/> \$70,000 - \$90,000
<input type="checkbox"/> \$90,000 - \$110,000	<input type="checkbox"/> \$110,000 - \$130,000
<input type="checkbox"/> \$130,000 - \$150,000	<input type="checkbox"/> more than \$150,000
- 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
- Do you: rent own stay with family or friends
- About how many times have you eaten at a restaurant in the last month? _____
- 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