



Tidewater News Reader Survey

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1. Are you currently a reader of The Tidewater News?

- Yes
- No

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2. Do you read the print version, online version or both?

- Online only
- Both
- Print only

If the respondent answered **YES** to the first question, the following questions were asked:

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3. If you read the print version only, how do you receive it?

- I have a subscription
- I purchase it from a box
- I purchase it from inside a store
- I read someone else's copy
- N/A

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4. If you read both the print and online versions, how do you receive the print version?

- I have a subscription
- I purchase it from a box
- I purchase it from inside a store
- I read someone else's copy
- N/A

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5. If you purchase The Tidewater News from a box or from inside a store, how often do you purchase the newspaper?

- I purchase every single issue three times a week
- I purchase two times a week
- I purchase once a week
- I purchase more than once a month
- I purchase once a month
- I purchase less than once a month
- N/A

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6. If you read both the print and online versions of The Tidewater News, which version do you read more often?

- I don't read both versions
- The print version
- The online version

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7. If you read both the print and online versions, what is the main reason you read The Tidewater News online?

- I like to read the comments in the online forums
- It's convenient
- It's free
- I like to participate in the online forums as a registered user
- Because I get the latest news more quickly

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8. If you read ONLY the online version, what is your primary reason?

- It's more convenient than the print version
- I get news quicker than waiting for the print version
- I like to participate in the online forums as a registered user
- It's free
- N/A
- I like to read the comments made in the online forums and discussions

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9. What are the reasons you read The Tidewater News? Please rate on a scale of 1 to 11, with 1 being the main reason you read The Tidewater News and 11 being the least important reason

- To read the obituaries
- To find events on the community calendar
- To keep up with local government issues
- To read high school sports coverage
- To keep up with local current affairs
- To see pictures of people I know
- Because I've always read it and it is a habit
- To read the latest business news
- To read the opinion page
- To read the agribusiness section
- To read news about my particular community (Sedley, Boykins, Carrsville, etc.)

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10. Overall, how would you describe the content published in The Tidewater News?

- I think it's great just the way it is
- It needs a lot of improvement
- It's pretty good but could use some improvement

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11. In what ways could The Tidewater News improve its content? Please rate on a scale of 1 to 9, with 1 being the most important way The Tidewater News could improve its content.

- More in-depth coverage of local current affairs
- More pictures of people I know
- Better coverage of high school sports
- More local agribusiness news
- More in-depth investigative reporting
- Wider variety of commentary on the Opinion page
- More local business news
- More in-depth coverage of local government affairs
- More coverage of what's happening in my particular community (Sedley, Boykins, Carrsville, etc)

12. What additional features would you like to see in The Tidewater News' print edition

13. What additional features would you like to see in The Tidewater News' online version?

14. What features would you like to see discontinued in The Tidewater News' print edition?

15. What features would you like to see discontinued in The Tidewater News' online version?

16. Please provide any additional ways in which you feel we could improve The Tidewater News' print edition.

17. Please provide any additional ways in which you feel we could improve The Tidewater News' online version.

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18. At \$49 for an annual subscription or at \$.50 for a single copy, how do you feel about the price of The Tidewater News' print edition?

- I would expect it to cost more
- It costs what it should
- It costs more than it should

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19. If the price of a subscription were to increase to \$69 per year, I would be likely to:

- Cancel my subscription
- It wouldn't matter because I don't currently subscribe
- Keep my subscription

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20. If the price for a single copy of The Tidewater News were to increase from \$.50 to \$.75, I would be likely to:

- Buy it as often as I do now

- Buy it less than I do now
- Stop buying it altogether
- It wouldn't matter because I never buy single copies

If the respondent answered **NO** to the first question, a different set of questions followed. For example, if the respondent said No to the first question, but said he or she reads the online version, these questions then were asked:

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3. If you read ONLY the online version, what is your primary reason?

- It's more convenient than the print version
- N/A
- I like to read the comments made in the online forums and discussions
- I like to participate in the online forums as a registered user
- It's free
- I get news quicker than waiting for the print version

*

4. What are the reasons you read The Tidewater News? Please rate on a scale of 1 to 11, with 1 being the main reason you read The Tidewater News and 11 being the least important reason

- To read high school sports coverage
- To read the agribusiness section
- To read the latest business news
- To read the obituaries
- To read the opinion page
- To find events on the community calendar
- To read news about my particular community (Sedley, Boykins, Carrsville, etc.)
- Because I've always read it and it is a habit
- To keep up with local current affairs
- To keep up with local government issues

To see pictures of people I know
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5. Overall, how would you describe the content published in The Tidewater News?

- It's pretty good but could use some improvement
 - I think it's great just the way it is
 - It needs a lot of improvement
- *

6. In what ways could The Tidewater News improve its content? Please rate on a scale of 1 to 9, with 1 being the most important way The Tidewater News could improve its content.

- More in-depth coverage of local current affairs
- Wider variety of commentary on the Opinion page
- Better coverage of high school sports
- More local business news
- More in-depth coverage of local government affairs
- More in-depth investigative reporting
- More pictures of people I know
- More coverage of what's happening in my particular community (Sedley, Boykins, Carrsville, etc)
- More local agribusiness news

7. What additional features would you like to see in The Tidewater News' print edition

8. What additional features would you like to see in The Tidewater News' online version?

9. What features would you like to see discontinued in The Tidewater News' print edition?



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11. Please provide any additional ways in which you feel we could improve The Tidewater News' print edition.



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13. At \$49 for an annual subscription or at \$.50 for a single copy, how do you feel about the price of The Tidewater News' print edition?

- It costs more than it should
- It costs what it should
- I would expect it to cost more

14. If the price of a subscription were to increase to \$69 per year, I would be likely to:

- It wouldn't matter because I don't currently subscribe
- Keep my subscription
- Cancel my subscription

15. If the price of a single copy of The Tidewater News were to increase from \$.50 to \$.75, I would be likely to:

- Buy it less than I do now
- It wouldn't matter because I never buy single copies
- Stop buying it altogether
- Buy it as often as I do now