

Online Reader Surveys

These online reader surveys were created and conducted by students at the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill in the fall of 2014 and spring of 2015 – for The Whiteville News Reporter and The Sanford Herald, both newspapers in North Carolina. This also includes a similar online survey done for The Fayetteville Observer in 2009.

Whiteville News Reporter Online Reader Survey – Spring 2015

1. How often do you visit Whiteville.com?
 - a. Daily
 - b. A few times a week
 - c. A few times a month
 - d. Rarely
 - e. Never

2. How has your readership of the online edition, Whiteville.com, changed in recent years?
 - a. I read the online edition more often now than in past years.
 - b. I read the online edition less often now than in past years.
 - c. I read the online edition as often as I did a few years ago.
 - d. I rarely or never read the online edition.

3. What are your favorite Whiteville.com features? (Select all that apply)
 - a. Crime/Government/Business News
 - b. Event-based and Human Interest News
 - c. Obituaries
 - d. Sports
 - e. POP!
 - f. Community Calendar
 - g. Text Alerts for Breaking News
 - h. This Just In (Twitter feed)
 - i. Classifieds
 - j. Photos
 - k. Videos
 - l. Weather
 - m. 954 Magazine

4. How useful do you find The News Reporter’s social media accounts?

	Not useful	Somewhat useful	Useful	I didn't know this account exists	I know it exists, but I don't follow it	I don't use this type of social media
Facebook						
News Twitter (@NRnews_NC)						
Sports Twitter (@NRsports_NC)						

5. How do you most often access Whiteville.com?
 - a. Laptop/Desktop
 - b. Mobile phone
 - c. Tablet

6. Where do you get your local news? (check all that apply)
 - a. The News Reporter (print)
 - b. Whiteville.com
 - c. Local radio broadcasts (1540 AM, 1220 AM, etc.)
 - d. Local TV broadcasts (ABC 3, CBS 10, NBC 6, FOX 26)
 - e. Local TV websites
 - f. The Tabor City Tribune (print)
 - g. Tabor-loris.com
 - h. Wilmington Star news (print)
 - i. Starnewsonline.com
 - j. Fayetteville Observer (print)
 - k. Fayobserver.com
 - l. Facebook
 - m. Twitter
 - n. News/weather apps on my phone
 - o. Other (please specify)

7. How often do you read the print edition of The News Reporter?
 - a. More than once a week
 - b. About once a week
 - c. A few times a month
 - d. Rarely
 - e. Never

8. How has your readership of the print edition of The News Reporter changed in recent years?
 - a. I read the print edition more often now than in past years.
 - b. I read the print edition less often now than in past years.
 - c. I read the print edition as often as I did a few years ago.
 - d. I rarely or never read the print edition.

9. Do you subscribe to The News Reporter?
 - a. I currently have a print subscription to The News Reporter.
 - b. I used to subscribe to The News Reporter, but now I read Whiteville.com instead.
 - c. I used to subscribe to The News Reporter, but now I don't read it in print or online anymore.
 - d. I have never subscribed to The News Reporter's print edition before.

(Should appear only if they answered b or c to Number 9) 10. What is the primary reason you have stopped subscribing to The News Reporter?

- a. I couldn't afford it anymore.
- b. Whiteville.com is sufficient for my needs.
- c. I get my news from other sources.
- d. The content in The News Reporter wasn't meeting my needs.
- e. Other (**Optional** open-ended)

11. We're always looking to improve. Is there any content you would like us to cover more in-depth? (check all that apply)

- a. Sports
- b. Obituaries
- c. Family-oriented topics and events
- d. Teenage-oriented topics and events
- e. Accountability journalism about local government
- f. Other (**Optional** open-ended)

12. On a scale from 1 to 10 where 1=very UNLIKELY and 10=very LIKELY, how likely are you to recommend the Whiteville News Reporter to a friend?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

13. On a scale from 1 to 10 where 1=very UNHAPPY and 10=very HAPPY, overall, how happy are you with the Whiteville News Reporter?

1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

14. Check all that you feel describe The Whiteville News Reporter:

- a. Credible
- b. Balanced
- c. Fair
- d. Accurate

15. What is your age?

- a. 0-18
- b. 19-25
- c. 26-39
- d. 40-64
- 3. 65+

16. What best describes your level of education?

- a. Some high school
- b. Some college
- c. High school diploma
- d. Associate's degree or technical certification
- e. Bachelor's degree
- f. Advanced degree

17. Where do you live?

- a. In Columbus County
- b. In North Carolina, but not in Columbus County
- c. Outside of North Carolina

18. What is your sex?

- a. Female
- b. Male

OPTIONAL 19. Please help us improve. Is there anything else you would like us to know? (open-ended)

OPTIONAL 20. May we contact you with further questions? If so, please provide your email address and phone number.

The Sanford Herald Online Reader Survey (behind paywall) – Fall 2014

1. How often do you visit SanfordHerald.com?

- a. Every day
- b. A few times every week
- c. Once or twice a week
- d. A few times a month
- e. Almost never

2. What are your favorite sections on SanfordHerald.com?

- a. News
- b. Sports
- c. Education
- d. Obituaries
- e. Opinion (Editorials, Letters to the Editor)
- f. Multimedia (Photo slideshows and videos)
- g. Special sections
- h. Community calendar
- i. Other (Please specify)

3. How has your total amount of time spent online changed over the last two years?

- a. I spend considerably more time online (an increase of an hour or more a day)
- b. I spend about the same amount of time
- c. I spend less time online

4. Which of the following devices do you own? Check all that apply.

- a. iPhone
- b. Other smart phone (such as Andoird/Samsung Galaxy)
- c. iPad
- d. Other tablet device (Samsun Galaxy, Microsoft Surface Pro)
- e. Laptop
- f. Apple TV
- g. iPod or MP3 player

5. How do you access SanfordHerald.com?

- a. My personal computer at home
- b. A workplace computer
- c. A public location (such as a library)
- d. Mobile phone or mobile device, such as an iPhone or Android
- e. Tablet device, such as an iPad or Samsung Galaxy
- f. Other (please specify)

6. Are you aware of The Sanford Herald's Facebook page?
- Yes, and I'm a "fan"
 - Yes, I'm aware of it, but I'm not a "fan"
 - I didn't know SanfordHerald.com has a Facebook profile
7. Are you aware of The Sanford Herald's Twitter profile?
- Yes, and I "follow" it
 - Yes, I'm aware of it, but I don't "follow"
 - I didn't know SanfordHerald.com has a Twitter profile
8. What type of social media do you use? Check all that apply.
- Facebook
 - Twitter
 - Instagram
 - Google+
 - Pinterest
 - YouTube
 - Other (please specify)
9. How often do you read The Sanford Herald's print edition?
- Every day
 - More than once a week
 - About once a week
 - A few times a month
 - A few times a year
 - I do not read the print edition
10. How has your use of The Sanford Herald print edition changed in the past few years?
- I read the print edition more often than I did a few years ago
 - I read the print edition about the same amount as I did a few years ago
 - I read the print edition less than I did a few years ago
11. How do you consume your news? Check all that apply.
- Print newspapers
 - Radio
 - Television
 - Online news websites (such as CNN.com, SanfordHerald.com)
 - Blogs (such as Huffingtonpost.com, Gawker.com, BuzzFeed.com)
 - Social Networks (such as Facebook, Twitter)
 - Mobile device app (such as CNN app for iPhone/Android, Yahoo app)
 - Tablet device app (such as CNN app for iPad/Samsung Galaxy, Yahoo app)

12. Do you visit any of these other Web sites more than once a week? Check all that apply

- a. A local TV station's website
- b. A local radio station's website
- c. Other local site
- d. Social networking sites like Facebook or Twitter
- e. National news sites like CNN.com
- f. Shopping site like Amazon.com or Ebay.com
- g. Classified advertising sites like Craigslist
- h. Search engines, like Google or Bing
- i. Portals like AOL or Yahoo
- j. Entertainment sites like Hulu or Pandora

13. How old are you?

- a. Under 18
- b. 18-30
- c. 31-45
- d. 46-60
- e. 61 or older

14. Where do you live?

- a. In Sanford
- b. In Lee County, but not Sanford
- c. In North Carolina, but not in Lee County
- d. Outside of North Carolina

15. What is the highest level of education you have obtained?

- a. Some high school
- b. High school diploma
- c. Some college
- d. Associate's degree/technical certification
- e. Bachelor's degree
- f. Advanced degree

16. On a scale of 1 to 10 (with 10 being highest), how likely are you to recommend SanfordHerald.com to a friend? (circle the most appropriate number)

1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

17. Thank you for filling out our survey. We appreciate your input. Is there anything we did not ask you that you'd like to add, or any comments that would help us to improve the site?

Sanford Herald Online Reader Survey- Non subscribed Online Users (in front of pay wall) – Fall 2014

1. We're conducting research on our users' news preferences and the overall online experience of The Sanford Herald. We'd love to hear from you to help us make improvements to the existing site and prioritize new features. The survey should only take 5 minutes, and your responses are completely anonymous. You can only take the survey once, but you can edit your responses before you complete it. Questions marked with an asterisk (*) are required. Would you like to participate in our survey?

- a. Yes, I would like to participate.
- b. No, I would not like the participate.

2. Do you currently subscribe to the print version of the Sanford Herald?

- a. Yes
- b. No

3. What is your primary source for news in Lee County?

- a. Television
- b. Radio
- c. Online (other than *SanfordHerald.com*)
- d. SanfordHerald.com
- e. Sanford Herald Print Edition
- i. Mobile device app (such as CNN app for iPhone/Android, Yahoo app)
- j. Tablet device app (such as CNN app for iPad/Samsung Galaxy, Yahoo app)
- f. Other (please specify)

4. How did you find out about this site?

- a. Recommendation from friend
- b. Social website link (such as from Facebook or Twitter)
- c. Search engine (such as Google or Bing)
- d. Other (please specify)

5. Which of the following devices do you own? Check all that apply.

- a. iPhone
- b. Other smart phone (such as Android/Samsung Galaxy)
- c. iPad
- d. Other tablet device (Samsun Galaxy, Microsoft Surface Pro)
- e. Laptop
- f. Apple TV
- g. iPod or MP3 player
- h. Other (please specify)

6. What type of device are you using to access this site?
 - a. My personal computer at home
 - b. A workplace computer
 - c. A public location (such as a library)
 - d. Mobile phone or mobile device, such as an iPhone or Android
 - e. Tablet device, such as an iPad or Samsung Galaxy
 - f. Other (please specify)

7. Have you attended any of the following in the past year? Check all that apply.
 - a. County Commissioner or Town Council meeting
 - b. School board meeting
 - c. PTA meeting
 - d. Church of Synagogue
 - e. Outdoor festival
 - f. Theatre performance
 - g. Concert
 - h. Holiday bazaars
 - i. None of the above

8. What type of social media do you use? Check all that apply
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. Google+
 - e. Pinterest
 - f. YouTube
 - g. Other (please specify)

9. How old are you?
 - a. Under 18
 - b. 18-26
 - c. 27-34
 - d. 35-45
 - e. 46-55
 - f. 56-65
 - g. 66-75
 - h. 75+

10. Thank you for filling out our survey. We really appreciate your feedback! Is there anything we did not ask you that you'd like to add, or any comments that would help us to improve the site? (open-ended)

Fayetteville Observer Online Reader Survey – 2009

1) On a scale of 1 to 10 (with 10 being the highest), would you recommend this site to a friend or colleague?

2) How did you find out about this site?

- a. Recommendation from friend
- b. Advertisement in the *Fayetteville Observer*
- c. Search engine
- d. Found while browsing *FayObserver.com*
- e. Other

3) How often do you read the print version of the *Fayetteville Observer*?

- a. Daily
- b. Weekends
- c. 2-3 times weekly
- d. Weekly
- e. Rarely

4) What is your primary source for news in Cumberland County?

- a. Television
- b. Radio
- c. Online (other than *FayObserver.com*)
- d. *FayObserver.com*
- e. Other

5) How often do you visit this site?

- a. Several times daily
- b. Daily
- c. A few times a week
- d. A few times a month

6) How often do you search for news on the internet?

- a. Several times daily
- b. Daily
- c. A few times a week
- d. A few times a month

7) What is your age?

- a. Under 18
- b. 18-26
- c. 27-34
- d. 35-45
- e. 46-55
- f. 56-65
- g. 66-75
- h. 75+

8) Select your gender

- a. Female
- b. Male

9) What is your household income?

- a. Under \$30K
- b. Under \$60K
- c. Over \$60K

10) Have you purchased any of the following in the last month?

- a. Groceries
- b. Auto
- c. Home
- d. Television
- e. Furniture
- f. Clothes
- g. Computer

(The participant could make multiple selections)

11) Please tell us any additional information you might feel would help us serve you better. (The participant had a blank field in which he or she could write any response.)