

Wellsboro/Mansfield Gazette Survey

To better serve our community, the Gazette is asking our readers to complete this survey and return it by Feb. 9. To be entered into a drawing to win a dinner for two at Timeless Destination in Wellsboro, please include your name and contact information in the box in the lower right. Thank you for your help.

NEWSROOM

For each of the following, answer either:

1. Too much
2. Just right
3. Not enough

What's your opinion about the amount of space the *Wellsboro/Mansfield Gazette* devotes to:

- ☐ Local news
- ☐ Local feature stories
- ☐ Local crimes/criminals/arrests
- ☐ Local sports
- ☐ Local business news
- ☐ Local farming news
- ☐ Entertainment
- ☐ Lifestyle stories
- ☐ Books
- ☐ Opinion content
- ☐ Pet Adoption Page
- ☐ Community Columns (Roseville, Whitneyville etc.)
- ☐ Local advertising
- ☐ Environment
- ☐ Tourist News
- ☐ In Our Schools
- ☐ Church Columns

For the following, answer with:

1. All the time
2. Most of the time
3. Sometimes
4. Never

How often do you look at:

- ☐ Obituaries
- ☐ The Editorial page
- ☐ The Sports section
- ☐ The Classifieds
- ☐ Weddings and engagements
- ☐ Living
- ☐ Records (courts & police)
- ☐ Entertainment
- ☐ Health Notes
- ☐ Outdoors
- ☐ Community Calendar
- ☐ Word On The Street (Impromptu interviews of residents asking their opinions on current events)

COLUMNISTS

For the following, answer with:

1. Always read them
2. Usually read them
3. Sometimes read them
4. Couldn't care less
5. Don't know who they are

How often do you read articles by the following local op-ed columnists:

- ☐ Lefty Schaetter (Lefty's Logic)
- ☐ Gayle Morrow (A Ridgerunner's View)

How often do you read articles by the following local columnists:

- ☐ David J. Sullens - Personality feature on front page)
- ☐ Glenna A. McLean - Getting a Grip on the College Boards (advice to high school students on best practices for taking SAT and ACTS tests)
- ☐ Jim Collins - Outdoors with Jim Collins (outdoor column)
- ☐ Dale Miller - Hills and Dale (outdoor column)
- ☐ Don Kelly - The Art of Angling (Weekly report on fishing)
- ☐ The Green Free Library - Book Review and Other News
- ☐ Melissa Bravo - Out & About (Crop talk and other things throughout the season)
- ☐ CJ Houghtaling - Bits n' Bytes (Computer and technology column)
- ☐ Robin E. Palmer - Sports Reflections

WEBSITE

How often do you visit the Wellsboro/Mansfield Gazette online, www.tiogapublishing.com? (check one)

- ☐ At least once a day
- ☐ A few times a week
- ☐ A few times a month
- ☐ Hardly ever
- ☐ Don't have a computer

How often to you visit the Wellsboro/Mansfield Gazette Facebook page (check one)?

- ☐ Every day
- ☐ Once in a while
- ☐ Never
- ☐ Don't have a computer or Facebook account

ADDITIONAL COMMENTS:

For those who have a computer:
What's the BEST thing about the Wellsboro/Mansfield Gazette website?

What's the WORST thing about the Wellsboro/Mansfield Gazette web-site?

How could the Wellsboro/Mansfield Gazette website be more useful?

BUSINESS OFFICE

Have you ever done business with the Wellsboro/Mansfield Gazette, either at our office or over the phone (circle one)?

YES / NO

If yes, please rate your satisfaction:

How was your business handled (check one)?

- ☐ Extremely Satisfied
- ☐ Satisfied
- ☐ Somewhat Satisfied
- ☐ Not Satisfied At All

How satisfied were you with the service provided by the person/persons who helped you (check one)?

- ☐ Extremely Satisfied
- ☐ Satisfied
- ☐ Somewhat Satisfied
- ☐ Not Satisfied At All

DELIVERY

In regards to regular home delivery of your Wellsboro/Mansfield Gazette, would you say you are (check one):

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Somewhat satisfied
- ☐ Not satisfied at all

Why or why not:

CLASSIFIEDS

What are the two main reasons you look at the classified pages: (check two)

- ☐ Merchandise for sale
- ☐ Garage sales
- ☐ Employment/help wanted
- ☐ Vehicles for sale
- ☐ Real estate for sale
- ☐ Services offered
- ☐ Real estate rentals
- ☐ Farm equipment

ADVERTISING

Is the Wellsboro/Mansfield Gazette (newspaper and/or website) your primary source of advertising information (circle one)?

YES / NO

If no, what is your primary source (check one):

- ☐ Other daily newspapers
- ☐ Weekly newspapers and pennysaver
- ☐ Direct mail
- ☐ Television
- ☐ Radio
- ☐ Internet
- ☐ Cell phones/iPhones
- ☐ Other

For which of these categories would you look to the Wellsboro/Mansfield Gazette for information through advertising (circle one for each):

- | | |
|----------------------------|--------------|
| Employment | Y/ N / Maybe |
| Real estate | Y/ N / Maybe |
| Groceries | Y/ N / Maybe |
| Vehicles | Y/ N / Maybe |
| Auto accessories | Y/ N / Maybe |
| Home electronics/computers | Y/ N / Maybe |
| Home furnishings/hardware | Y/ N / Maybe |
| Restaurants | Y/ N / Maybe |
| Community events | Y/ N / Maybe |

GENERAL QUESTIONS

For each of the following, answer with a number 1-5; the numbers stand for: 1. Strongly disagree; 2. Disagree; 3. Neither agree nor disagree; 4. Agree; 5. Strongly agree

- ☐ The Wellsboro/Mansfield Gazette is worth every penny.
- ☐ I like the looks of the Wellsboro/Mansfield Gazette; it is lively and colorful.
- ☐ I would know what is going on whether or not I read the Wellsboro/Mansfield Gazette.
- ☐ The front page stories are always worth reading.
- ☐ I prefer to get my local news from Internet sites.
- ☐ The Wellsboro/Mansfield Gazette is interesting.
- ☐ I especially like some of the special pages or regular sections.
- ☐ Many of the articles are too long.
- ☐ The Wellsboro/Mansfield Gazette is good in that it has stories that are not covered on TV or radio.
- ☐ I feel like I get to know the people writing the stories.
- ☐ You see things in the Wellsboro/Mansfield Gazette first.
- ☐ The Wellsboro/Mansfield Gazette itself is pretty cool.
- ☐ I trust the Wellsboro/Mansfield Gazette to tell the truth.
- ☐ The quality of the writing is very good.
- ☐ For the articles I read, I notice the source or reporter's name.
- ☐ The Wellsboro/Mansfield Gazette does not sensationalize things.
- ☐ The quality of the photography is very good.
- ☐ The Wellsboro/Mansfield Gazette is very professional.
- ☐ The Wellsboro/Mansfield Gazette is geared to older readers.
- ☐ I tear out articles or photos to keep.
- ☐ The Wellsboro/Mansfield Gazette does a good job of representing minorities.
- ☐ The Wellsboro/Mansfield Gazette often has something that surprises me.
- ☐ I want more hard news in the Wellsboro/Mansfield Gazette and less human interest or soft stuff.

What is your FAVORITE thing about the Wellsboro/Mansfield Gazette?

What is your LEAST FAVORITE thing about the Wellsboro/Mansfield Gazette?

What would you like to see in the Wellsboro/Mansfield Gazette that you do not see now?

What do you see too much of in the Wellsboro/Mansfield Gazette that you could do without:

DEMOGRAPHICS

Age group (circle one): 21-24; 25-34; 35-44; 45-54; 55-64; 65-74; 75 or older

Sex: Male / Female

How often do you read the Wellsboro/Mansfield Gazette? (Check one)

- ☐ Every week
- ☐ Almost every week
- ☐ Seldom
- ☐ Rarely

Do you read other papers in addition to or instead of the Wellsboro/Mansfield Gazette (circle one)?

YES / NO

If Yes, which ones do you read regularly:

How much time (in minutes) do you spend on average reading the Wellsboro/Mansfield Gazette daily?

How many people in your household look at the Wellsboro/Mansfield Gazette?

DRAWING ENTRY:

Name _____

Address _____

Home Phone Number _____

Home Email Address _____

Return completed survey to: Wellsboro Gazette, PO Box 118, Wellsboro, PA 16901, drop off at 25 East Avenue, Wellsboro, or complete it online at http://www.tiogapublishing.com/15_reader_survey