

Questionnaire to identify your audience

1. Where do you live?
2. Where are you from originally?
3. Are you single, married, do you have a family?
4. What kind of work do you do?
5. How often do you get news and information from these sources?
(If the answer is "never," just leave the line blank)

Source	Station/ outlet	At least once a day	3-6 days per week	At least once per week	At least once per month	Never
TV						
Radio						
Daily paper						
Community paper						
Social media						
Website(s)						
Other						

6. What other websites do you visit regularly? Please list the URLs:
7. If you have visited our website before, what were you looking for?
(Note: Try to get beyond the basic characteristics of your site and consider the actual benefits were for your visitors.)
8. If you have visited our site, how did you find it?
(Search engine, word of mouth, other?)
9. How often do you visit our site?
Choose one: More than once per day, daily, weekly, monthly, other
10. Please rank in order of importance:
(Note: Edit this list to reflect your site's offerings, but make sure you also leave the "other" option to collect new ideas).

Category	Interest on a scale of 1 (most important) to 10 (least important)
Local News	
City Government	
Schools	
Business	
Arts & Entertainment	
Food	
Crime, police, fire	
Other	

11. What's the biggest challenge you think your community faces right now? What are the biggest challenges in the year to come?
12. What is the best thing happening in the community? What would you like to see happen this year?
13. Anything else you'd like to add that we should know about as we plan new content for our website?
14. Anything else you want to add?

In order to continue to publish information, we are starting to reach out to advertisers and sponsors. The last few questions are designed to help us better server our sponsors and to make sure they are of interest to you.

15. Which businesses do you patronize most frequently in the community now?
16. What is going to be your next big purchase?
17. Are there any products or services that you would see offered in the community that are not locally available to you now?
18. Are there any products that you order online?
19. When making purchasing decisions, what do you generally value most? *Choose one:* Status, quality, affordability, or convenience

20. Anything else you'd like to add that could help us as we seek advertisers and sponsors that can support our work?

Thank you for your time.

Would you like to be on our mailing list so we can keep you informed as we add new sections and services to our website?

Name:

Email Address:

Mailing Address:

Social Media sites: