

# 2013 QNotes Reader Survey

Thank you for taking the 2013 QNotes Reader Survey. The questions below will help us serve you better by keeping us informed of your experiences, expectations and suggestions for the newspaper. We hope that you will share your thoughts with us and be the lucky winner of our **\$100 cash giveaway**. If your name is selected, then you get the cash. To be eligible to win you must: be at least 18 years of age; fill out this reader survey completely; write your name, address and phone number in the space provided; refold the survey so the QNotes address shows; seal the survey with cellophane tape; and mail it back to QNotes by April 30, 2013. Postage is required; apply first-class postage (46 cents). **You can also take this survey online at [goqnotes.com/readersurvey/](http://goqnotes.com/readersurvey/).**

The winner will be selected by random drawing from all completed surveys received by April 30, 2013. The winner will be notified by email or phone call.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_  Home  Work  Mobile

Email Address \_\_\_\_\_  Yes, subscribe to weekly email newsletter.

## Tell us about yourself

- In what year were you born? \_\_\_\_\_
- Which range contains your age?
  - Under 18  35-44
  - 18-20  45-55
  - 21-24  55-64
  - 25-34  65+
- What is your gender identity? *Mark all that apply.*
  - Male  Female
  - Transgender  Intersex
  - Other \_\_\_\_\_
- How do you identify your race/ethnicity? *Mark all that apply.*
  - Black (of African descent)
  - Asian (of Asian descent)
  - White (of European descent, non-Hispanic)
  - Latino/a or of Hispanic descent
  - Native North American
  - Native Hawaiian/Pacific Islander
  - Mixed ethnicity
  - Other \_\_\_\_\_
- How do you identify your sexual orientation? *Mark all that apply.*
  - Lesbian or gay woman
  - Gay man
  - Bisexual woman
  - Bisexual man
  - Queer
  - Questioning
  - Heterosexual/Straight man
  - Heterosexual/Straight woman
  - Other \_\_\_\_\_
- What is the highest level of education you have attained?
  - Less than 9th grade
  - Some high school, no diploma
  - High school/GED diploma
  - Some college, no degree
  - Bachelor's degree
  - Graduate or professional degree
  - Doctorate
- Do you have any children or pets?
 

*Children:*

  - Birth how many \_\_\_\_\_
  - Foster how many \_\_\_\_\_
  - Adoption how many \_\_\_\_\_

*Pets:*

    - Dog how many \_\_\_\_\_
    - Cat how many \_\_\_\_\_
    - Other how many \_\_\_\_\_
- What are your living arrangements? *Mark all that apply.*
  - Alone
  - With parents
  - With legal same-sex spouse
  - With legal opposite-sex spouse
  - With roommate(s)
  - With partner/significant other
  - With kids
- Do you and/or your partner/spouse currently? *Mark all that apply.*
  - Own house
  - Own condo
  - Own vacation home

- Own commercial property
  - Own investment property
  - Own time share
  - Rent house  Rent apartment
  - Rent condo  Rent mobile home
- What is your individual income?
    - Under \$25,000
    - \$25,000-\$49,999
    - \$50,000-\$74,999
    - \$75,000-\$99,999
    - \$100,000-\$149,999
    - \$150,000-\$249,999
    - \$250,000 or more
    - Prefer not to answer
  - What is your household income?
    - Under \$25,000
    - \$25,000-\$49,999
    - \$50,000-\$74,999
    - \$75,000-\$99,999
    - \$100,000-\$149,999
    - \$150,000-\$249,999
    - \$250,000 or more
    - Prefer not to answer

## Your beliefs...

- What is your political affiliation?
  - Democratic  Republican
  - Libertarian  Independent
  - Other \_\_\_\_\_
- Are you registered to vote?  yes  no
- Did you vote in the last presidential election?  yes  no
- How did you vote?
  - Strictly by party
  - Strictly by candidate
- For whom did you vote in the last presidential election (optional)?
  - Barack Obama  Mitt Romney  Other \_\_\_\_\_
- Do you profess any spiritual beliefs?  yes  no (if yes, answer 18-21)
- In which of the following faiths are you currently active or do you identify?
  - Christian (non-denominational)
  - Jewish  Church of God
  - Roman Catholic  Unitarian Universalist
  - Orthodox  MCC
  - Presbyterian  Muslim
  - Methodist  Buddhist
  - Episcopalian  Hindu
  - Lutheran  Wiccan/Pagan
  - Baptist
  - Other \_\_\_\_\_
- Do you attend regular worship services?  yes  no
- Which statement best describes how often you regularly attend worship services?
  - At least once per week
  - Almost every week
  - About once per month
  - Seldom/For special events or holidays
  - Never
- Do you financially support your spiritual institution?  yes  no

## Gauging your perceptions...

The following questions are designed to gauge your perception of QNotes. Please answer quickly with the first answer that comes to your mind without referencing outside material. There are no right or wrong answers. Knowing how you perceive the newspaper will help us better address misconceptions about the newspaper by being clearer or more intentional in our marketing, distribution, news production and other areas.

- QNotes is a:
  - Newsmagazine  Newspaper  Magazine
- QNotes' printed editions are published:
  - Once weekly
  - Once every two weeks
  - Once monthly
  - QNotes no longer publishes in print
- QNotes' printed edition is:
  - All black-and-white
  - All color
  - A mix of black-and-white and color
- QNotes has a website:
  - yes  no
- QNotes is available to readers for free. The cost of production is paid for by:
  - Advertisers  Grants
  - Donations  Investments
- QNotes is **primarily** targeted to: *Mark all that apply.*
  - Lesbians  Gay men
  - Bisexual men  Bisexual women
  - Transgender people
  - White people (of European descent, non-Hispanic)
  - Black People (of African descent)
  - Latino/a People or of Hispanic descent
  - Other race(s) \_\_\_\_\_
  - Younger audience (under 35)
  - Middle-aged audience (35-55)
  - Older audience (over 55)
- QNotes is a:
  - Carolinas newspaper
  - Charlotte newspaper
  - North Carolina newspaper
- The "Q" in QNotes stands for:
  - Queen City  Queer
  - Something else/I don't know \_\_\_\_\_
- QNotes has been publishing for:
  - More than 25 years
  - Between 15-24 years
  - Between 5-14 years
  - Less than 5 years
- QNotes' name is: *Mark all that apply.*
  - Accurate  Historic
  - Campy  On-point
  - Celebrated  Respectable
  - Confusing  Sensible
  - Dated  Silly
  - Something else: \_\_\_\_\_
- I believe QNotes' name:
  - Should be changed
  - Should be kept the same
- If QNotes' name were changed it should be changed to something:
  - more modern sounding
  - more akin to a traditional newspaper name
  - more obviously LGBT (e.g., including "gay" or "LGBT" in name)
- I perceive QNotes as primarily a:
  - Bar rag  LGBT news publication
  - LGBT arts and entertainment publication
  - Mix of LGBT news and arts
  - Progressive/Liberal publication
  - Conservative publication

## In Order To Serve You Better...

- How long have you been reading QNotes?
  - 0-1 year  2-5 years
  - 6-10 years  11-15 years
  - 16-20 years  20 or more years
- Do you look forward to reading QNotes?  yes  no  sometimes
- Are QNotes printed edition distribution points convenient to you?  yes  no  I don't read QNotes' printed editions

38. At what additional locations would you like to see QNotes distributed?  
Name Of Location \_\_\_\_\_

- How many times have you read a QNotes printed edition in the past **three months**?
  - 0  1-3  4-7
- How many times have you visited QNotes' website in the past **one month**?
  - 0  1-2  3-6  7-10  11+
- QNotes' website is updated with new stories/posts:
  - Too often
  - A sufficient amount
  - Not often enough
  - I don't read QNotes' website
- Do you think QNotes' website should be updated:
  - Two-three times per day
  - Once per day
  - Five or more times each week
  - Two or three times each week
  - Once a week
  - I don't read QNotes' website
- How do you most often read QNotes?
  - In Print Only  Online Only
  - Print and Online

**If you answered "In Print"** complete questions 44-48 and skip questions 49-54 and continue the survey at question 55. **If you answered "Online Only"** skip questions 44-48 and then complete questions 49-54 and then continue the survey at question 55. **If you answered "Print and Online"** please complete all questions below.

- If you most often read in print: Why did you pick up this particular issue of QNotes? *Mark all that apply.*
  - Frequent reader  Free publication
  - Color  Calendar
  - Logo  Advertising
  - Front page cover
  - Other \_\_\_\_\_
- How do you characterize your reading habits of QNotes printed edition?
  - Cover-to-cover  Browse
  - Specific columns only
- Where are you most likely to pick up a QNotes printed edition?
  - Retail store  Adult bookstore
  - LGBT bookstore  Street box
  - LGBT organization  Restaurant
  - AIDS service organization  Bar/club
- Where would you prefer to pick up your QNotes printed edition?
  - Retail store  Adult bookstore
  - LGBT bookstore  Street box
  - LGBT organization  Restaurant
  - AIDS service organization  Bar/club
- How many others read your copy of QNotes?
  - 0  1  2  3  4  5
- Please provide us with a brief comment or statement giving us some insight why you choose not to read QNotes' website: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- If you most often read online:*
- How do you most often find QNotes' website?
  - Visit directly  Referred from search
  - Referred from a QNotes social media profile (Facebook, Twitter, etc.)
  - Referred from a friend on a social media site (Facebook, Twitter, etc.)
- How do you prefer to find QNotes' online news?
  - Visit directly  Referred from search
  - Referred from a QNotes social media profile (Facebook, Twitter, etc.)
  - Referred from a friend on a social media site (Facebook, Twitter, etc.)
- Do you read QNotes' website on a: *Mark all that apply.*
  - Desktop computer
  - Laptop computer
  - iPhone
  - iPad
  - iPad mini
  - Android smartphone
  - Android tablet device
  - Other \_\_\_\_\_